NAB CONVENTION ISSUE

With Directory of Radio Advertisers and Their Agencies

BROADCASTING

combined with Broadcast Advertising

Published Semi-Monthly • Vol. 9 No. 1

WASHINGTON, D. C.
JULY 1, 1935

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

65

THE JOHN CRERAR LIBRARY JUN 29 1935

LYRICAL LETTERS—

People constantly write us that, since our new high fidelity transmitter went on the air in March, they have discovered new joy in listening to our programs . . . That their ears like our music is music to our ears . . . And, of course, more people are listening to us now that we are using 50,000 watts . . . There are six and a half million radio homes in our new service area.

WOR

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK, NEW JERSEY

MEMBER OF THE MUTUAL BROADCASTING SYSTEM • WGN, Chicago • WOR, Newark
WLW, Cincinnati • WXYZ, Detroit AFTER SEPTEMBER 29, CKLW, Windsor-Detroit

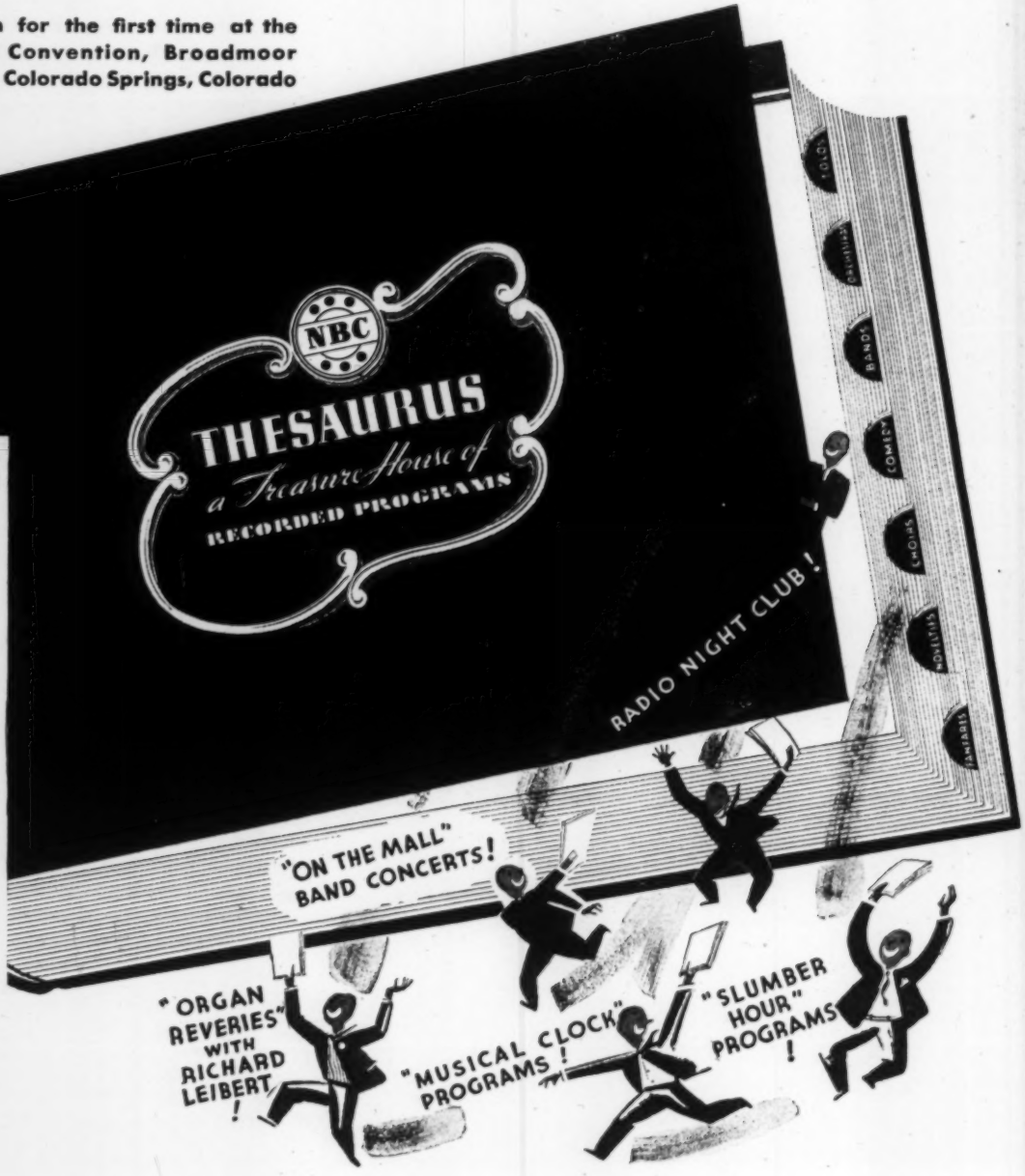
JOHN CRERAR LIBRARY

NBC

PRESENTS

A Treasure House of Recorded Programs

Shown for the first time at the NAB Convention, Broadmoor Hotel, Colorado Springs, Colorado



OUTSTANDING ARTISTS FOR OUTSTANDING PROGRAMS—HERE ARE SOME OF THEM.

Nathaniel Shilkret and Orchestra

Harry Reiser and his Orchestra

Ray Heatherton

Rosario Bourdon and Symphony Orchestra

Xavier Cugat and Orchestra

Westminster Choir

George Hall and Orchestra

Master Singers

Green Bros. Orchestra

Military Band under direction of Robert Hood Bowers.

The Honeymooners

Jack, June and Jimmy

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ **WASHINGTON** ★ **CHICAGO** ★ **SAN FRANCISCO**

WEAF & WJZ · WRC & WMAL · WMAQ & WENR · KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

JANSKY & BAILEY

Announce Completion of High Fidelity Engineering Studies at WTMJ The Milwaukee Journal

***To Guarantee High Fidelity—a station MUST have:**

1. **Proper Equipment.**
2. **A careful adjustment of the units making up the complete installation followed by accurate overall measurement by competent engineers with special measuring apparatus.**

• • •

A mere assemblage of High Fidelity units is not a High Fidelity Station.

This station is the first to pass the rigid tests this organization applies before CERTIFYING that the exacting Standards for High Fidelity* have been met.

••●••

For a complete list of Jansky & Bailey Services See page 3 in the BROADCASTING 1935 Year Book

This organization has no connection with any manufacturer of broadcast equipment or towers

JANSKY & BAILEY

NATIONAL PRESS BLDG. WASHINGTON, D. C.

AN ORGANIZATION OF QUALIFIED RADIO ENGINEERS DEDICATED TO THE SERVICE OF BROADCASTING

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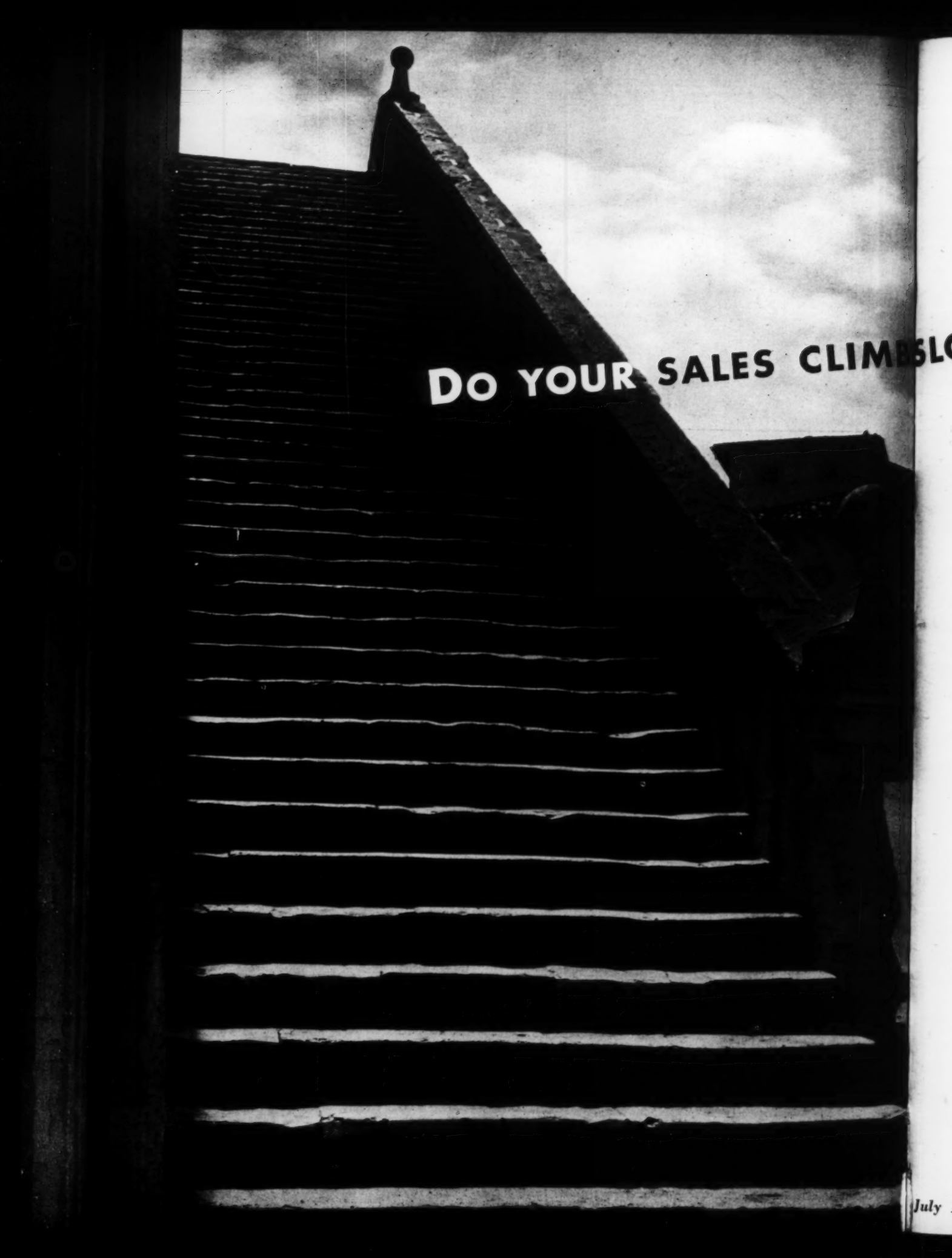

DO YOUR SALES CLIMB

A TIME?

STEPS AT

OR THREE

SLOWLY, HESITATINGLY...

When sales quotas seem desperately difficult to achieve, when competition threatens your best markets, and you scratch your head and wonder how to change red ink to black...remember the huge pulling power of radio advertising.

Manufacturers who never before could check results from advertising have traced substantial results from radio. Manufacturers who were getting good results from advertising have received extraordinary results from radio.

Glance down the list of CBS clients, and you'll note sales increases that talk a treasurer's language. A toothpaste that's 80% ahead of last year. A cereal that practically doubled its sales of the year before. An automobile that's selling nearly twice as many cars as in 1934. A cosmetic that within two years has leaped from 15th place to first. Case after case that refutes depression alibis.

Such results explain why a continually increasing number of advertisers spend continually increasing amounts for radio broadcasting...why U. S. advertisers invested 5 times as much in radio during the past twelve months as they did six years ago...why Columbia's volume of advertising during the last quarter of 1934 was the largest ever carried by any network...and why even that record-breaking total was eclipsed by Columbia's still greater volume during the first quarter of 1935.

THE COLUMBIA BROADCASTING SYSTEM

World's Largest Radio Network, offering nearly 50% more stations than any other broadcasting chain

485 MADISON AVE., NEW YORK CITY · 902 FISHER BLDG., DETROIT · 410 NORTH MICHIGAN AVE., CHICAGO

The Move that WINS!

WLW "the Nation's Station"

500,000 Watts

The World's Most Powerful Broadcasting Station

Sales executives who use WLW often express amazement, not only at the coverage of this station (for they know it is the most powerful in the world), but also at the way the goodwill and following of WLW reflect themselves in sales.

Many items have been lifted from comparative obscurity to first preference over a large area by WLW. This in a relatively short time and at a surprisingly low cost.

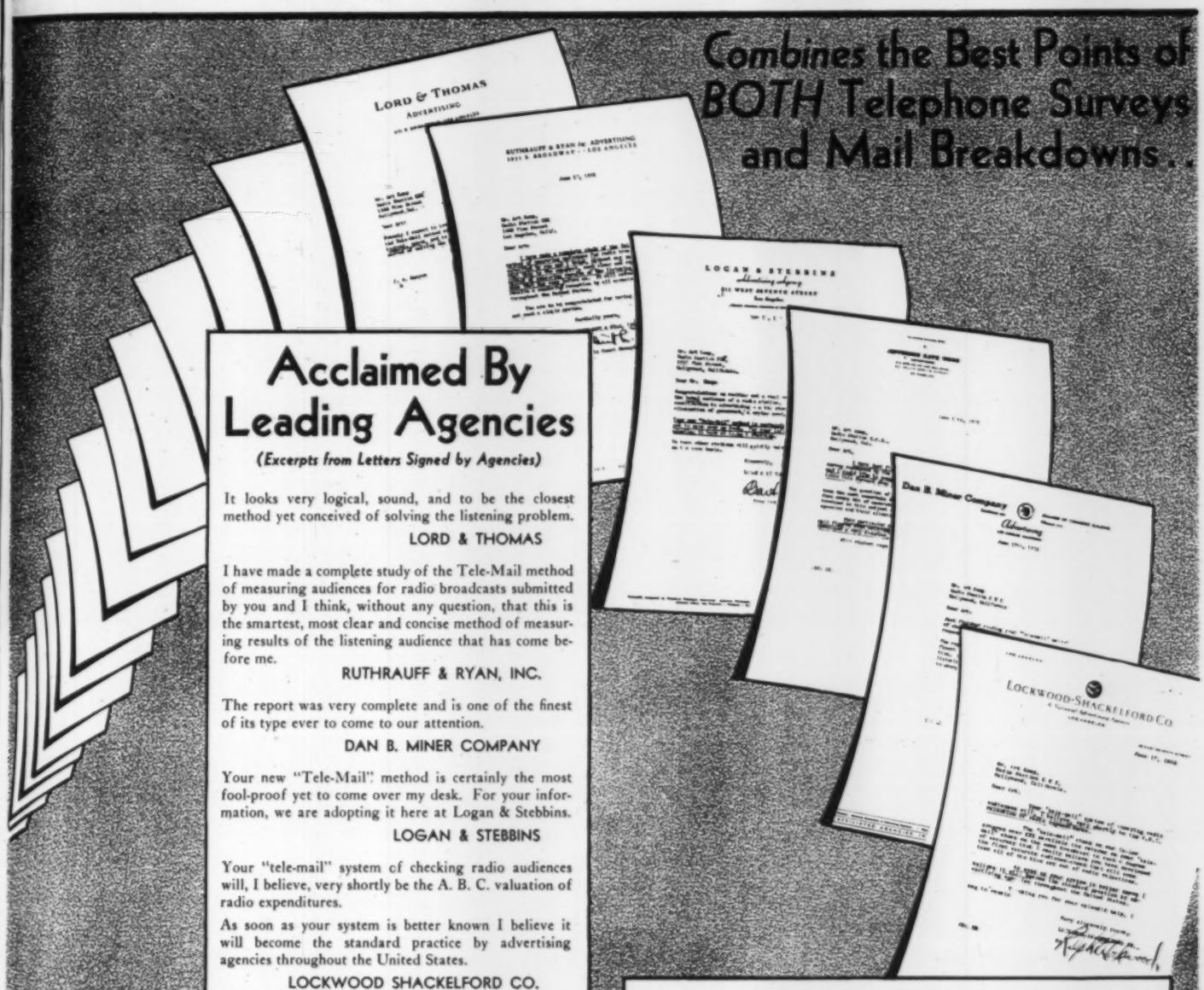
Ask us to prove what WLW has done in your own field.

THE CROSLEY RADIO CORPORATION - CINCINNATI

POWEL CROSLEY, Jr., *President*

"TELE-MAIL"* AUDIENCE SURVEYS

A New Method of Measuring, at Any Given Time, The TOTAL Audience of a Radio Station


Combines the Best Points of BOTH Telephone Surveys and Mail Breakdowns..
LORD & THOMAS
ADVERTISING
LOGAN & STEBBINS
Dan B. Miner Company
LOCKWOOD-SHACKELFORD CO.

Acclaimed By Leading Agencies

(Excerpts from Letters Signed by Agencies)

It looks very logical, sound, and to be the closest method yet conceived of solving the listening problem.

LORD & THOMAS

I have made a complete study of the Tele-Mail method of measuring audiences for radio broadcasts submitted by you and I think, without any question, that this is the smartest, most clear and concise method of measuring results of the listening audience that has come before me.

RUTHRAUFF & RYAN, INC.

The report was very complete and is one of the finest of its type ever to come to our attention.

DAN B. MINER COMPANY

Your new "Tele-Mail" method is certainly the most fool-proof yet to come over my desk. For your information, we are adopting it here at Logan & Stebbins.

LOGAN & STEBBINS

Your "tele-mail" system of checking radio audiences will, I believe, very shortly be the A. B. C. valuation of radio expenditures.

As soon as your system is better known I believe it will become the standard practice by advertising agencies throughout the United States.

LOCKWOOD SHACKELFORD CO.

I have just finished reading the "Tele-Mail" survey conducted by the Los Angeles Radio Survey Co., and I would like to congratulate you on making available this forward step in audience analysis.

This particular audience survey, combining mail figures with telephone figures, I believe, has developed a very accurate measuring guide.

JEFFERSON K. WOOD

The "Tele-Mail" method of measuring the *total* Audience of a radio station is a very definite step forward in eradicating wild hypothecating when attempting to estimate "How many listeners."

Although developed by KNX to assist its own sponsors in determining the value of this Station on a "cost-per-listener" basis, leading Pacific Coast agencies soon "took hold" and are now adopting this method in its entirety for their own space buying departments.

KNX presents the "Tele-Mail" method of audience measurement to the industry. The method is yours for the adopting . . . Only the name, "Tele-Mail," has been copyrighted by KNX.

For Sample Copies of Actual "TELE-MAIL" Surveys Together with Full Explanation... See Art Kemp,...at NAB Convention, or Write KNX or Any of the Agencies Listed Above

"Spots are effective, Mr. F & S!"

BELIEVE it or not—it's often easier (and *usually* more productive) to place time on a well-selected group of "spots" than on a network.

In fact, if you're feeling wore out, we'll arrange the whole works for you—select the stations, clear the time, engage the talent — even help prepare the programs. And do it in such a way that you'll be glad you called us in. Then your message will reach *only* the people you need to reach—no waste, no overlapping, no weak links . . . Write us, why don't you? *Address:*

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	General Motors Bldg.	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Madison 1423	Sutter 5415	Richmond 6184

WHO (NBC) Des Moines	WIND-Gary—WJJD-Chicago	KFAB (CBS) Lincoln-Omaha	KOIL (NBC) Omaha-Council Bluffs	KOIN (CBS) Portland
WCAO (CBS) Baltimore	WHK (CBS) Cleveland	WAVE (NBC) Louisville	KSD (NBC) St. Louis	KOL (CBS) Seattle
WGR-WKBW (CBS) Buffalo	KMBC (CBS) Kansas City	WTCN Minneapolis-St. Paul	KFWB Los Angeles	KVI (CBS) Tacoma

* Population of primary daytime coverage area.

BROADCASTING
and
Broadcast Advertising

Vol. 9 No. 1 WASHINGTON, D. C. JULY 1, 1935 $3.00 A YEAR — 15c A COPY

Roosevelt Message Launches NAB Meeting

By SOL TAISHOFF

President Expresses His Faith in American Broadcasting; Copyright Will Be Burning Issue; Prall Keynote Speaker

IN AN ATMOSPHERE of unprecedented turbulence, provoked mainly by the musical copyright situation, broadcasters of the nation probably in greater numbers than ever before will attend the 13th annual convention of the NAB at Colorado Springs, July 7-10.

Despite an emergency board meeting called in New York June 22 in an effort to mollify the industry on the copyright issue, it was apparent that a battle royal will be staged during the convention, with independent stations more or less pitted against the nationwide networks. Serious danger of a split in the industry is still seen by many broadcasters who are going to the convention verbally "armed to the teeth" with the expressed intention of settling the position of the independent station in the industry's affairs.

New complications, aggravating the copyright turmoil still further, developed subsequent to the board meeting when Warner Bros., controlling five of the most important musical publishing houses which supply some 40 per cent of the ASCAP catalogue, informed stations that effective Dec. 31 it would withdraw from ASCAP. The notice said that all licenses for public performance of these works would have to be obtained from the individual publishing houses. [See Page 101 for detailed story.]

The intense feeling over the action of the networks and of WCAU in signing five-year extensions of their contracts with the American Society of Composers, Authors & Publishers has shoved into the background most of the regular convention business. There will be time out, however, for an expected important pronouncement from Chairman Anning S. Prall of the FCC, who has led the campaign against medical and other programs deemed not "in good taste". He is the keynote speaker.

Brushed aside this year, perhaps for the first time, will be the moot question of maintaining the American system of broadcasting by private enterprise. That appears to be so because of the emphatic letter to the industry from President Roosevelt, sent through the medium of BROADCASTING, and published on this page. In it the President reasserts his "very great faith" in the American system.

Heretofore the industry has always found it necessary to answer the assaults upon the American plan of broadcasting which have been inspired by futile minorities. The expression from the President, which so pointedly and concisely answers all these anti-private-operation wails, obviates the need of any repetition of past expressions to prove the superiority of the American system. The President's message is, in effect, an affirmation of confidence from the government.

Further intensifying the convention atmosphere are the projects of newspaper-owned and of independent local stations to form separate trade units. Without proper safeguards, it is felt, there is extreme danger of bringing about defections from the NAB by class interests.

NAB politics also is at high-pitch, with the presidency now regarded as a "hoss-race". For several weeks it had been considered highly probable that Leo J. Fitzpatrick, general manager of WJR, Detroit, and one of the country's most popular broadcasters, would run with an excellent chance for election. During the last few days, however, it has been reported that he will not be a candidate.

J. Truman Ward, WLAC, Nashville, incumbent, is not an active candidate at this time but some of his friends have urged him to run for a second term. Whether he will do so depends largely upon sentiment at the convention. Among others whose names are mentioned are the incumbent vice presidents, Lambdin Kay, WSB, Atlanta, and Charles W. Myers, KOIN, Portland, Ore.; Isaac D. Levy, WCAU, Philadelphia, NAB treasurer; H. K. Carpenter, WHK, Cleveland; Arthur B. Church, KMBC, Kansas City; John Shepard 3d, president, Yankee Network; John Elmer, WCBM, Baltimore, and Lester Cox, KGBX, Springfield, Mo.

In addition to the presidency, there must be filled the elective offices of vice presidents and treasurer, and five posts on the board of directors. Board members whose terms expire are J. Thomas Lyons, WCAO, Baltimore; I. Z. Buckwalter, WGAL, Lancaster; Stanley Hubbard, KSTP, St. Paul; Harold Wheelahan, WSMB, New Orleans, and Powel Crosley Jr., WLW.

Since launching its project some two months ago, the committee dealing with newspaper stations is understood to have modified it greatly, so that now the effort is simply to set up a "departmental" within the NAB for the discussion of problems peculiar to stations operated by or in conjunction with newspapers. Should this method of procedure be agreed to, then it is felt the opposition of wholly independent stations will melt. In any event a meeting is scheduled by newspaper stations for July 7 at Colorado Springs.

This is not so, however, in the case of local stations, called together by Edward Allen, WLVA, Lynchburg, Va. He has called his steering committee of 18 local broadcasters (named in previous issues) to meet July 6 to work out policies, propose by-laws and issue a call for a general meeting of

Message from President Roosevelt

THE WHITE HOUSE
WASHINGTON

June 17, 1935

Gentlemen:

Once again it is my privilege to address a message to the broadcasting industry on the occasion of the Thirteenth Annual Convention of the National Association of Broadcasters. Broadcasters are preparing to assemble for their annual business meetings, to consider methods of making their work even more useful to the American people.

Through Broadcasting Magazine, I extend greetings and well wishes to the broadcasters and hope that theirs will be a most successful convention.

Radio continues to play an increasingly important role in our daily life. Radio broadcasting has contributed much to the cause of national recovery.

I have previously expressed my very great faith in the American system of broadcasting. Recent events have increased rather than diminished that faith. Censorship has not and can not invade the ether lanes. It is not the American way.

I have noted with interest the recent self imposed effort within the industry to correct certain shortcomings in connection with programming. That is a commendable trend, for it reveals a disposition on the part of those responsible to the industry and to the people of the country to constantly improve their productions and to continue their consistent, progressive drive for the betterment of their service.

Very sincerely yours,

Broadcasting Magazine,
Washington, D. C.

Franklin D. Roosevelt

"100-watters" at the convention.

Mr. Allen, in an interview with BROADCASTING June 21, insisted that the primary motive was to organize local broadcasters so they can acquire their rightful place in the national radio advertising field. He again disclaimed any intention of conflict with the NAB. But he said there are "left wingers" among the locals and the independents who allege "network domination" of the NAB and who feel they do not have proper representation upon the NAB board, since there is only one local station representative on it.

"Local Broadcasters Association" probably will be the name of the organization, which Mr. Allen said would be totally divorced from the NAB. The bulk of its membership, however, will be NAB members, he asserted. He admitted there was the distinct possibility that the locals would break away from NAB altogether "if we do not get proper representation on the board".

Coverage Bureau

THE AGENDA itself will include the usual committee reports and discussions covering all aspects of broadcasting activity. Standing out, and aside from copyright issue and the medical program campaign, are the cooperative efforts now being exerted for the formation of a national bureau to authenticate station coverage and listener data; agency recognition, and trade practice provisions to perpetuate the good that has come from the NRA code—which became inoperative with the demise of the original NRA on May 27.

In connection with the latter, the board at its special meeting in New York June 22 adopted a resolution that a committee be named to devise ways by which the advantages of the code may be retained. Proposed by Alfred J. McCosker, WOR, Newark, the resolution also instructed the committee to report to the convention on its findings. The committee, named by President Ward, consists of Mr. McCosker, chairman; Mr. Shepard, who had been chairman of the Code Authority; Mr. Church, Mr. Hubbard and Mr. Allen.

Adding zest to the convention will be the impending change in the managing directorship. Philip G. Loucks, managing director for nearly five years, has announced his resignation, effective immediately following the convention, to return to private law practice. He is slated for appointment as NAB special counsel to handle particular legal matters which he has carried on in the past. James W. Baldwin, assistant managing director, and former executive officer of the broadcasting industry Code Authority, is expected to be named to succeed Mr. Loucks. In a convention fraught with so much turmoil, however, it is difficult to foretell what will happen. Mr. Loucks has been besieged by broadcasters to consider remaining in his present post during these tense times but he has turned a deaf ear to their entreaties.

The special board meeting June 22 was called by President Ward to consider the copyright emergency. The call came after the industry had been circularized with letters from Mr. Levy, NAB treasurer and co-owner of WCAU, Philadelphia, and Joseph C. Hostetler, NAB copyright counsel, expressing diametrically opposite views on the acceptance by the networks and by WCAU of five-year extensions of their contracts with ASCAP on the eve of the government anti-trust suit against ASCAP. The issue boiled down to the Levy contention, backed by the networks, that it was the only thing to do under the circumstances, particularly after government counsel had said the extensions would not prejudice the government suit and the opposite contention by Mr. Hostetler that it definitely prejudiced the suit, and was in effect desertion of the industry at the crucial moment.

After listening for a full day to the explanations and views of the principal participants in the copyright negotiations, the board unanimously adopted two resolutions —one reiterating its support of the "per-piece" basis of payment for copyrighted music and absolving the networks and WCAU of anything improper in negotiating extensions, and the other holding that Managing Director Loucks had full authority to send the controverted Hostetler letter (published in BROADCASTING June 15 issue) to all NAB members. Mr. Levy had contested Mr. Loucks' right to send out the letter. The main resolution follows in full:

Whereas a full report covering the recent negotiations with ASCAP has been made to the board by A. J. McCosker, chairman of the copyright committee heretofore appointed, and certain of the members of the committee; and by Edward Klauber, representing CBS; A. L. Ashby, representing NBC, I. D. Levy, representing WCAU, and J. C. Hostetler, copyright counsel for the NAB; the board makes the following declaration of principles and facts:

1. The board reiterates that the so-called "per piece plan" or "measured service plan" is the fairest and best to be followed in paying for the use of copyrighted music, in that it enables each broadcaster to pay a price fixed by the individual owner of copyrights, competitively, and compels no person to buy or pay for more than he actually uses.

2. The board believes that the two networks and WCAU when they accepted a five-year extension of the present contract, did so only after the NAB copyright committee found it impossible to work out with the copyright committee of ASCAP a "per piece" or "measured service" plan prior to the expiration of present contracts; and that when they accepted such contracts it was because the networks and WCAU felt that it was necessary for the industry to have available upon the best terms possible, the repertoire controlled by ASCAP; and for the reason that it is impossible to operate a radio broadcasting station without the use, to a greater or lesser extent, of the music so controlled.

3. The board believes that every broadcaster must come to a decision as to whether or not he desires to extend his present contract for a period of five years from Jan. 1, 1936 (1) in the light of the requirements of his station, (2) his contract commitments, if any, either to the networks or advertisers, and (3) the fact that the suit being prosecuted by the

(*Continued on page 100*)

Program of Colorado Springs Convention

MONDAY, JULY 8
9:30 A. M.

Call to Order.
Address of Welcome:
Address of President: J. T. Ward, WLAC, Nashville.
Federal Communications Commission: Anning S. Prall, Chairman of FCC, Washington.
Television in America and Europe: Andrew W. Cruse, chief Electrical Division, Dept. of Commerce.
Report of Managing Director: Philip G. Loucks, NAB.
Appointment of Committees.
Announcements.
Adjournment.

2:00 P. M.

Call to Order.
Report of Commercial Committee: Arthur B. Church, chairman, KMBC, Kansas City.
Discussion.
Report of Special Committee on Trade Practices: Alfred J. McCosker, WOR, Newark.
Discussion.
Report of Engineering Committee: Joseph A. Chambers, chairman, WLW, Cincinnati.
Discussion.
Report of Legislative Committee: Philip G. Loucks, Managing Director.
Adjournment.

TUESDAY, JULY 9
9:30 A. M.

Call to Order.
Report by NAB Copyright Committee: Alfred J. McCosker, chairman, WOR, Newark.
Report of Treasurer Copyright Fund: Isaac D. Levy, WCAU, Philadelphia.
Report of Joseph C. Hostetler, NAB Copyright Counsel.
Discussion.
No Afternoon Session Scheduled.
Time for golf, sightseeing, etc.
Special events for ladies.

6:45 P. M.

Annual NAB Banquet:
Presentation of BROADCASTING Trophy to Winner of Golf Tournament.

WEDNESDAY, JULY 10
9:30 A. M.

Call to Order.
Report of Resolutions Committee.
Report of Nominating Committee.
Election of Officers.
Installation of Officers.
Adjournment.

(The Convention Committee has arranged the program to allow adequate time for discussion of all important subjects. Watch Bulletin Board for special announcements.)

GENERAL INFORMATION

Registration desk (Broadmoor Hotel) will be open from 10 A. M. until 1 P. M. Sunday, and from 8:30 A. M. until 5 P. M. on Monday, Tuesday and Wednesday.
Registration fee of $7.50 per person. Banquet tickets may be purchased at Registration Desk at $3 each.
Fifth Annual NAB Championship Golf Tournament will be held Sunday, July 7, for BROADCASTING Magazine Trophy. First foursome will tee off at 10.30 A. M.
All motions and resolutions offered by delegates must be in writing and handed to the Presiding Officer after presentation.

Our Headquarters

SUITE 1900-02 in the Broadmoor Hotel's Northmoor Section will be the headquarters of the staff of BROADCASTING Magazine during the Colorado Springs convention. Visitors are cordially invited.

GOLF TROPHY — To the winner of the NAB Golf Tournament at Colorado Springs July 7 will go this cup, awarded by BROADCASTING Magazine. A cup is presented each year by this publication.

HOTELS PREPARING FOR NAB DELEGATES

EFFORTS to postpone the annual convention of the NAB because of the large-scale activity before the FCC in Washington in connection with hearing applications, and also because of difficulties encountered in connection with housing accommodations, have proved unsuccessful and the 13th annual meeting will go forward as scheduled, with headquarters at the Broadmoor Hotel, Colorado Springs, Colo.

Because the headquarters hotel cannot meet the entire demand for accommodations, arrangements have been made by Gene O'Fallon, manager of KFEL, Denver, and local chairman of the convention committee, for additional quarters at the Antlers Hotel, three miles distant. Hotel managements have promised regular bus service between the two hostelries.

According to word from Mr. O'Fallon on June 17, more than 300 room reservations already have been made at the Broadmoor. At the Antlers, the number of reservations was not shown, but more than 50 rooms for single or double occupancy already have been set aside for Broadmoor overflow. Rates for the convention announced by the Antlers is $7 per day single occupancy and $5 double, European plan. Mr. O'Fallon expressed the view that the two hotels would be able to handle the entire convention personnel.

Meanwhile, both Chesapeake & Ohio and Missouri Pacific, which are cooperating in a special train from the East and Midwest, reported brisk reservation business. From Eastern points, the Chesapeake & Ohio will run special NAB cars on its crack train, the *George Washington*, July 4. This train will meet the Missouri Pacific special in St. Louis July 5 and arrive at Colorado Springs July 6.

COLORADO SPRINGS 1935 NAB
E.C. MILLS
THIS IS A PUBLIC FIGHT, ISN'T IT?
McCOSKER
NETWORK
NETWORK
HOSTETLER
ALL THE REST OF US
IKE LEVY
LOUCKS
THE MAIN BOUT
PHILLIP LASKY KSFO
SIDNEY FOX
C.W. MYERS
GENE O'FALLON KFEL
MARTIN CAMPBELL WFAA
P.J. MEYER KFVR
RICHARD LEWIS
ANNING S. PRALL
BLOOD AND THUNDER PROGRAMS
OLD MEDICINE MAN
SPECIFICS
CURE-ALLS
WESTERNERS WILL DOMINATE— IN TUNE WITH WHAT WILL HAPPEN—
B-2-2-2-2-2
NEWSPAPER STATIONS
CBS
NBC
LOCAL STATIONS
SCHEDULE
PRALL SPEECH
DISCUSSION
THERE WILL BE HUDDLES EVERYWHERE
L.B. WILSON SUPT OF KENTUCKY COLONELS
ED SPENCE, THE FOREMAN ON THE JOB AS USUAL
TRUMAN WARD
LEO FITZPATRICK
LAMBDIN KAY
LESTER COX
ARTHUR CHURCH
H.K. CARPENTER
JOHN SHEPARD III
BALDWIN
PRESIDENTIAL TIMBER— AND POINTS WEST—
THORNTON FISHER

Change in Disc Announcement Is Considered at FCC Hearing

WBS Proposal to Clarify Rule for "Library Services" Meets With Both Approval and Opposition

THE FUTURE development of transcription program services, as distinguished from individually transcribed programs, was the issue placed before the FCC Broadcast Division at a hearing June 20 on the petition of the World Broadcasting System, originator of the "library" service, seeking clarification of rules for announcement of transcriptions.

An interpretation more than a year ago by the FCC's Law Department, of the transcription rules, was the reason for the hearing. It had held that the WBS service necessitated announcements identifying it as a transcribed program after each musical number, or after each two or three minutes, rather than at 15-minute intervals. This was declared by WBS to be a misinterpretation and one which would seriously impede if not destroy the value of the service to listeners.

Opposition Expressed

THE WBS contention was supported at the hearing by Standard Radio Adv. Co. Inc., Hollywood, which recently inaugurated a library service, and by numerous independent stations. Stout opposition to any change in transcription announcement procedure came from the American Federation of Musicians and from CBS, while NBC, which is launching a transcription program service, was opposed to any move that might mean elimination of the announcement altogether or be in the nature of not adequately differentiating between "live" and transcription renditions.

WBS maintained that the entire issue was that of clarification of the regulation, and that no effort was being made to eliminate the announcement altogether, but in spite of this several witnesses raised this question.

On behalf of local broadcasting stations, now seeking to organize for business purposes, the argument was advanced that if the rule is interpreted or revised to provide that transcription in a program service be announced only at 15-minute intervals, then phonograph records should be accorded the same treatment.

Argument was opened before the Broadcast Division, sitting en banc, by Paul M. Segal, WBS counsel. The issue, he said, was very simple, involving only the question whether under Paragraph 176 of the FCC regulations the daily program service of WBS should be announced every two or three minutes or every 15 minutes. He emphasized that the purpose of the original regulation adopted by the FCC governing transcriptions was to prevent any fraud on the part of stations which might delude the public into believing they were listening to programs rendered within the station's own studios.

Mr. Segal questioned the FCC's right to consider anything having to do with the business aspects of programs aside from the issue of "prevention of fraud upon the public", but he added that there nevertheless was ample evidence to show that use of the daily program service is a stimulus to the employment of musicians and that it provides high quality programs for stations in smaller cities which otherwise are not available.

A history of transcription development was traced by Mr. Segal. Among other things he pointed out that the daily program service was inaugurated a year-and-a-half ago after it had been definitely understood that the announcement would be required only at 15-minute intervals. He said there are four types of program service: (1) Live talent, when a performer is within the studio of the station itself; (2) transcriptions made exclusively for broadcasting; (3) network, which he described as mechanical since the programs are transmitted by wire to affiliated stations, and (4) phonograph records, which he said any one "could buy or borrow", and which he said were of inferior tonal quality.

The WBS program service, recorded as it is by the Western Electric wide range vertical method, Mr. Segal argued, affords the public a "high quality, metropolitan type of talent". He pointed out that some 108 stations are subscribers to it and that more

(*Continued on page 104*)

"Effect on Nation"

GENE HOWE, the noted editor of the *Amarillo* (Tex.) *Globe-News*, whose subsidiary Plains Broadcasting Co. recently consolidated two local stations as KGRC, picked Anning S. Prall, FCC chairman, M. H. Aylesworth, NBC president, and William S. Paley, CBS president, among the "50 persons who are having the most effect on the immediate future of the nation" in a copyrighted article distributed by the Associated Press June 14.

Medical Citations Against 16 Stations Dropped by FCC; Five Others Pending

EASING somewhat the anxiety which, has permeated the broadcasting industry since the onslaught against medical programs began, the Broadcast Division of the FCC on June 19 quashed the citations of 16 of the 21 stations which had been hailed for hearing next fall because of their broadcasts of programs sponsored by Marmola, anti-fat remedy of the Raladam Co., Detroit. Removal of all but five of the stations from the hearing docket for the case scheduled for Oct. 3, the FCC announced, was upon the finding that these stations had discontinued the program and that no other pending citations or investigations involved them.

The stations removed from the hearing docket are WGAR, Cleveland; WHEC, Rochester; WIOD, Miami; WIRE, Indianapolis; WKBW and WGR, Buffalo; WBAP, Fort Worth; WBAL, Baltimore; WHO, Des Moines; WIND, Gary, Ind.; WJAS, Pittsburgh; WJJD, Chicago; WJR, Detroit; WOW, Omaha; WOWO, Fort Wayne, and KMOX, St. Louis. Regular renewals have been issued the stations in lieu of temporary ones, and whatever applications for improved facilities will be considered by the FCC under regular order, it was learned.

Other Citations

STATIONS left on the hearing docket are WSMB, New Orleans; WTMJ, Milwaukee; KFRC, San Francisco; KMBC, Kansas City, and KNX, Los Angeles. In this connection the FCC announced that they not only carried "Marmola" but had been cited for other purported violations of rules, while in two cases the stations had carried other medical programs condemned by the Federal Trade Commission. Technical violations are understood to involve two others.

WBAP was not issued a regular renewal, even though the Marmola citation was dropped, because of an application pending for its facilities. It is affected by the application of WLWL, Paulist Father station in New York, for a shift in the assignments of nine stations on five channels so that it can procure full-time in lieu of its present two hours per day.

"Upon further consideration and review of the technical and service records of these stations," said the FCC announcement, "the Commission decided to remove them from the hearing docket and grant regular renewal licenses. Evidence was also submitted to the Commission showing that these stations carried the program in question for very short periods, discontinued it after receiving complaints or when informed the Commission had received complaints, and no other comparable programs were carried."

Several petitions had been filed with the FCC by stations cited asking that pending applications for increased facilities be granted conditionally, rather than held up until the Oct. 3 hearing and the decision on it. The petitioners held that they would accede to whatever finding the FCC might reach on the Marmola case without prejudice. These petitions prompted the FCC in its action releasing 16 of the stations, since it felt that an undue hardship was being worked.

Thus, such applications as that of WJR for an increase in power from 10,000 to 50,000 watts, and that of WJJD, for increased facilities, will be considered in regular order. A hearing on Marmola is scheduled June 28 before the Federal Trade Commission on a complaint charging unfair competition and false and misleading advertising.

Thesaurus Service Will Bow July 15

Promotion Material Prepared For New NBC Disc Library

FEATURING name talent familiar to its listeners, NBC on June 24 made public its first promotional data in connection with its new transcription program service, to be introduced officially July 15 as *Thesaurus*. The story of the transcription library, in booklet form, has been prepared for presentation at the NAB convention in Colorado Springs, July 6-10, coincident with demonstrations of the recordings. The service itself will be available for both local and regional sponsorship through NBC and will be supplemented by custom-made transcriptions spotted by NBC.

Competitive with the service originated by World Broadcasting System, and with the library of Standard Radio Advertising Co. Inc., the NBC service is under the immediate direction of C. Lloyd Egner, NBC transcription manager. Edgar Kobak, NBC sales vice president, is in charge of all sales activities but a separate sales department, divorced from the network unit, will be maintained.

Program Artists

SOME 400 units will be offered in the library at the outset with from 40 to 50 additional units each month. Some of the artists included in the library are Nat Shilkret and orchestra, Harry Reser orchestra, Rosario Bourdon symphony, Ray Heatherton, Xavier Cugat orchestra, Westminister Choir, George Hall orchestra, Master Singers, Rythm Makers, Dick Leibert, organ, Green Bros. orchestra, and a number of comedy teams and acts.

"NBC *Thesaurus*," says the booklet, "is a treasure house of programs designed for use by program builders just as a Thesaurus of words and phrases is used by writers and editors. It gives the builder of sustaining or commercial programs a service prepared in accordance with the expressed desires of many station operators whose program needs have been analyzed."

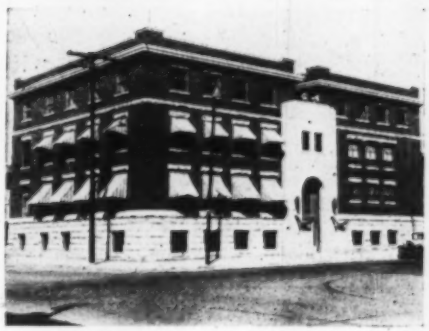
Units comprising the service are recordings, by the RCA-Victor process, of leading artists, a continuity service designed to develop programs suitable for all occasions and types of products, and a complete file storage and cataloging service. The material, it was said, was designed to be made easily adaptable and convenient for program builders and national and local spot advertisers.

The continuity service, says the promotion brochure, is broken down into three units: (1) A daily continuity for musical clocks or announcement periods recommending sections to be played, with all necessary copy, except local announcements or commercials; (2) a special continuity regularly provided for programs with appeal to various audiences adaptable to different types of sponsors, and (3) continuities for special programs for important holiday and occasional events.

A BIRD IN THE HAND

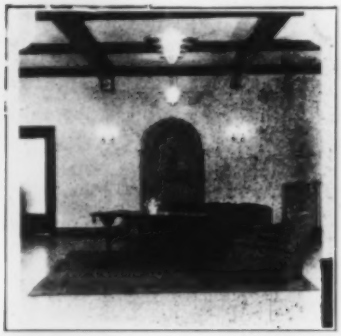
More than ever before ADVERTISING DOLLARS must pay—WREN justifies "the cost" in really selling your goods.

RADIO ADVERTISERS---use WREN to cover the Kansas City market plus a big rural audience.



The WREN Building, Lawrence, Kansas — housing the studios and main offices.

As you enter the building—the large visitors' lounge adjoining the "studios".



The transmitter — completely isolated—located 17 miles from Kansas City and housing the new RCA 5000 watt High Fidelity Transmitter.

National Representatives
John Blair & Co.
•
New York .. Chicago
Detroit .. San Francisco

WREN

"A BIRD IN THE HAND"

A Basic Station of the NBC Blue Network

A Fable of Three Stations and One City

By C. E. MIDGELY Jr.
Radio Dept., Batten, Barton, Durstine & Osborn Inc.

But a Very Real Narrative of Factors That Influence The Ultimate Success or Failure of Broadcasters

EVER wonder what an agency executive thinks about radio? Here is the answer in a setting that fits the average American city and, the author believes, the average station. The writer needs no introduction for he is one of the top-notch agency radio men. In this interesting and enlightening article he takes the agency angle. There may be disagreement with some of his views, but he certainly uncovers some of the points broadcasters perhaps have overlooked and may want to mull over.

THIS is the story of a non-existent city, three non-existent broadcasting stations and some very existent factors which contribute to the success or failure of a radio station.

The present management of Station KOLD in Chikansburgh took over the station in 1928. A 25,000 watt transmitter, an excellent frequency and a network affiliation went with it. Chikansburgh wasn't large then and isn't now. It is the State capital, boasts 250,000 citizens, is surrounded by a concentrated halo of small towns and they, in turn, by a progressive rural hinterland.

In 1928 there were two other broadcasting stations in town. Both of these were independent. WITS operated on 500 watts and a good frequency—WDUD had 100 watts and a few too many kilocycles. There was no doubt that KOLD was the outstanding station in town. They had a special studio for the governor of the State and it was the accepted mouthpiece for affairs political and, on occasion, social.

Civic Service

IN 1929, WITS installed a complete set of the best available turntables for electrical transcriptions. KOLD, with a lordly gesture, refused to accept transcriptions and WDUD oiled up its phonograph and played it day and night.

In 1930, WITS secured a network affiliation. This caused considerable nervousness in local talent circles for KOLD took most of its sustaining programs from New York and gave little chance to local artists. WITS cleared up this apprehension quickly by announcing that the policies regarding local talent would not be changed and that all artists used for sustaining programs would be paid the same nominal fees. WDUD still failed to attract, for alleged artists could put on their acts in their own living rooms and have a larger gross audience.

During this same year WITS arranged a rather complete daytime schedule of broadcasts of the Rotary Club, the North Side Women's Club, the Chikansburgh Civic Association and the Community Chest Drive meetings. There was a noticeable increase in membership in these organizations and a sharpening of interest in local affairs. The successful gubernatorial candidate in 1930 broadcast exclusively over KOLD. The defeated candidate used WITS exclusively and the Socialist candidate raved and ranted on WDUD.

During the next year, WITS increased its power to 1,000 watts and installed a complete new transmitter. WDUD was off the air for three days when lightning struck its transmitter. KOLD discontinued its livestock and grain market reports. The new Indian Hotel opened in Chickansburgh and exclusive broadcasting lines were installed to WITS.

MR. MIDGELY

Newspaper Buys

IN 1932, the *Chikansburgh Daily News* purchased WITS. The announcement of the purchase stated that the entire personnel of the station would be retained. The *News*, with years of experience in the publishing business, knew nothing of broadcasting but sincerely believed that the two media, working together, would do a complete advertising and selling job in the territory. This meant that the expert merchandising staff of the *News* was placed at the disposal of advertisers using WITS. Within three months the *Daily News* showed an increase of 6,800 in net paid circulation while its nearest competitor, the *Gazette*, showed almost an identical decrease. In the fall of this year the governor was not reelected. His opponent, using WITS for all his broadcasting, was swept into office by a landslide. Shortly thereafter, WITS installed a special studio for the governor of the State. WDUD went into receivership and was taken over by a local music conservatory.

In the following year, the network asked WITS to originate 12 sustaining programs weekly. Before the end of the year three of the artists and one entire orchestra appearing on these programs were commercially sponsored on the network. The *Daily News* continued to list the names of program sponsors on the daily radio page when the other newspapers in town adopted the "music, talk, trio" listings. WITS appointed a firm of exclusive representatives to secure national spot business in New York, Chicago and San Francisco. The station manager made a semi-annual trip to each of these cities.

Power Up, Boosts Rates

KOLD increased its power to 50,000 watts and immediately thereafter increased its rates. Notice of the rate increase was not given to advertisers or their agencies until three weeks after it became effective. KOLD did not want the bother of rewriting existing contracts to protect current advertisers. One new advertiser had planned to use KOLD but switched to WITS and has since renewed the contract twice.

Another advertiser switched to WITS when KOLD arbitrarily changed the broadcast time without notifying either the advertiser, his agency or the local distributor. WDUD signed four new laxative accounts. The transcriptions for one of these sponsors were allowed to warp. When they were broadcast they sounded like Fred Astaire dancing on a xylophone and had to be stopped.

Early in 1934, WITS realized that something had to be done about spot announcements. Network and spot advertisers alike were raising objections to the placements of chain break and minute announcements. Accordingly an early evening half-hour was set up to accommodate all announcements. A dance band was used and 50-word and one-minute announcements were sold on a participating basis. No announcements were broadcast between 7 and 11 p. m. KOLD could not afford to take a chance on a loss of revenue and continued to sandwich in announcements wherever possible throughout the evening, with the result that the average half-hour contained three chain break announcements in addition to the usual announcements contained in two 15-minute programs. KOLD also would not allow frequency discounts on announcements unless broadcast on a schedule of seven days weekly.

Coverage Claims

WDUD had no difficulty with announcements. Its 15-minute rate was less than the cost of a participating announcement on WITS. WITS employed an experienced radio engineer to make a field intensity survey after it had increased its power to 5,000 watts and built new studios. KOLD continued to claim coverage of the entire state on the basis of 1929 mail returns. WDUD didn't bother with a field intensity measurement. Trying to locate its 550 microvolt line would be like a search for the lost *Atlantis*.

In 1935, KOLD made a coincidental survey of the Chikansburgh listening audience. The results were most discouraging. Another survey was made and still another, before the idea was abandoned. By that time the *Chikansburgh Daily News* had received hundreds of letters from indignant listeners complaining about interruptions during radio programs they wished to hear. WITS made no survey of the listening audience. WDUD signed a new hill-billy act and, with no attempt at accuracy, claimed 90% of the Chikansburgh audience at the time it was broadcast. Early this year, also, KOLD imposed a 22% surcharge on station time for all programs using talent not contracted by KOLD or for programs not produced in the KOLD studios. WITS contracted for I. P. radio news and broadcast it on a fixed schedule of four 15-minute periods.

And so we leave Chikansburgh, with the fond hope that the balance of the year will bring its full measure of success to WITS, KOLD and WDUD.

Copeland Bill Doubtful

APPOINTMENT of a subcommittee of the House Interstate & Foreign Commerce Committee to consider the Copeland Bill (S. 5) to regulate the sale and advertising of food, drugs, devices and cosmetics is expected shortly, with the appointment to be made by Chairman Rayburn of the committee. The measure, after a dozen drastic revisions, was passed by the Senate May 28. Hearings are likely before the subcommittee but there is grave doubt about enactment of the measure at this session.

SHOWMANSHIP

ONLY by consistently appealing to the greatest possible number of listeners can a radio station continue to enjoy leadership. WKY for years has held strictly to this principle. . . . It has built a personnel that is constantly feeling the entertainment pulse of the 177,700 radio families in its primary market. . . . So WKY knows its audience and builds programs and flashes special events and features that click with Mr. and Mrs. John Public. . . . Furnished with a background of schooling that has made *The Daily Oklahoman*, the *Oklahoma City Times* and the *Farmer-Stockman* the Southwest's greatest publications, WKY is continuously striving for new and better programs . . . and producing them. . . . More and more advertisers are using WKY-produced programs. . . . And the reason? . . . SHOWMANSHIP!

WKY Can Help You Promote Sales in Oklahoma

WKY offers advertisers the services of its production and sales staffs, carefully drilled in Showmanship. After the sales staff is taught the story of your product, a meeting is held with the production staff. A program planning board then recommends the program best suited to attract the greatest number of listeners. These listeners, believing in commodities advertised over WKY, justify the advertiser's investment by buying.

In the Oklahoma City Market, WKY can help you promote sales. We'd like a challenge from YOU!

Affiliated with the Oklahoman, the Times and Farmer-Stockman

WKY

OKLAHOMA CITY

National Representative E. Katz Special Advertising Agency

THE ONLY FULL TIME NBC OUTLET IN OKLAHOMA

Trial of ASCAP Is Postponed As Delays Mark Federal Trial

Court Recess Until Nov. 4 Due to Impossibility Of Completing Arguments Within Desired Time

BECAUSE of the obvious impossibility of completing its case by July 1, when the court proposed a recess, the trial of the Department of Justice against ASCAP, charging it with violation of the Sherman anti-trust laws, on June 20 was postponed until Nov. 4. The recess came by agreement among counsel with Federal Judge Henry W. Goddard, who had announced at the outset of the trial June 10 that he would have to move to the motions bench on July 1 and desired to have arguments completed by that time.

A half-dozen witnesses had appeared for the government when the postponement came. At the time William J. Benning, program director of WTMJ, Milwaukee, was on the stand. He had been asked to produce program records of WTMJ going back to 1922, and a delay of several days seemed inevitable before this data could be accumulated. Meanwhile, on June 17 Andrew W. Bennett, special assistant to the Attorney General in charge of the suit, made a flying trip to Washington to discuss the hiatus with his chiefs. It was then agreed that a postponement was desirable, particularly since it was obvious that the government could not complete its case by July 1, when Judge Goddard would leave the bench.

Many Witnesses

LITTLE of particular import was developed during the few days of the actual trial. Great numbers of exhibits were crammed into the record by Nathan Burkan, chief counsel for ASCAP. Direct examination of witnesses called by Mr. Bennett was comparatively brief, but the cross-examinations by Mr. Burkan and his corps of assisants were lengthy. A dozen broadcasters subpoenaed by Mr. Bennett were waiting to be called but never took the stand.

When the trial is resumed in the fall nearly a score of witnesses are scheduled to testify for the government, including broadcasters, hotel men and motion picture exhibitors. It is expected that three or four months will be needed to complete the trial.

On several occasions during the trial Mr. Burkan referred to the five-year extensions which the networks and WCAU, Philadelphia, had negotiated with ASCAP on the eve of the trial's opening. He said there was no question of oppression or reasonableness of the charges for music involved in the suit because several of the "most important units" of the industry had entered into the five-year extensions at a figure even higher than what they had paid before. He obviously had in mind the $25,000 increase in the sustaining fees of the key stations of the networks.

The government's first witness was Dr. C. B. Jolliffe, chief engineer of the FCC, who appeared June 12, after two days of procedural wrangling with the court. He testified to the interstate commerce aspects of broadcasting, and explained the operations of transmitters and receiving sets and the system used by the government in its allocation of station facilities. Under cross-examination, Mr. Burkan succeeded in getting into the record the rules and regulations of the FCC, particularly with reference to the requirements that stations keep program logs.

Called next by the government were Raymond V. Robinson, chief of the catalogue and index section of the Copyright Office, Library of Congress, and William P. Siegfried, clerk in the same office. They recounted the procedure followed in the registration of copyrights, numbers in the public domain, and similar routine data on copyright registrations.

Music Libraries

WITH Thomas Belviso, NBC music librarian on the stand, there developed numerous colloquies between opposing counsel on the admissability of his testimony. He sought to show, under examination by Mr. Bennett, that stations and networks cannot function without the ASCAP catalogue. Mr. Burkan objected to the testimony and sought to bring out that broadcasters and other music users had available to them the catalogues of the SESAC, AMP and Ricordi, as well as the public domain music.

Along the same general line was the testimony of Richard Bannier, CBS musical librarian. He explained how musical selections were cleared for network use, including restricted numbers, and testified also that it was impossible to build network shows without the use of ASCAP music.

Mr. Benning's testimony precipitated the situation responsible for the move for postponement. He had testified that WTMJ had endeavored to operate without ASCAP music and found it impossible to meet the public demand without it. WTMJ, he asserted, held numerous licenses from other copyright groups but found that some 90% of the music performed was from the ASCAP catalogue even after efforts had been made to eliminate ASCAP music.

When Mr. Benning declared that a daily record of musical compositions performed on musical programs on WTMJ had been kept, Mr. Bennett sought to get into the record a table showing the proportionate use made of ASCAP music. To this Mr. Burkan objected and was sustained by Judge Goddard. This was done on the contention that the programs themselves were the best evidence of the use made of the music. Finally, the government agreed to produce the program logs of WTMJ on subpoena, and at the same time Mr. Burkan subpoenaed all of the program records of WTMJ from 1922 to date. It was then brought out that several days at least would be needed to gather this data and following Mr. Bennett's visit to Washington the parties agreed in chambers with Judge Goddard for the postponement until Nov. 4.

FEMININE TOUCH AT CONTROLS

Little Miss Sprague, Operator and Announcer, Puts In A Busy Life at KGIR, Butte

BESIDES being one of that rare species, a woman radio engineer, Barbara R. Sprague, of KGIR, Butte, Mont., announces all the station's women programs, does the programs for a local theatre, handles a department store account, and opens the station at 8 every morning.

Miss Sprague, born Feb. 25, 1913 at Brookline, Mass., is one of twins, her sister and mother living on Cape Cod, where they run tea rooms.

She was graduated from Loomis Radio School, Washington, D. C., and received an operator's license, second class telegraph, Sept. 30, 1930. Her first job was the hardest to get, since no one wanted a girl operator. Finally Phil Loucks, NAB managing director at the time, persuaded her to put an advertisement in BROADCASTING, and she was hired by WKBS, Galesburg, Ill. When WKBS went bankrupt, she had difficulty getting even part of the wages due her.

Miss Sprague's second job also was obtained from an advertisement in BROADCASTING. It was at WPAD, Paducah, Ky. There she quit of her own accord, receiving a fine recommendation from Pierce E. Lackey, owner of the station.

Her third and present job still again was obtained through a BROADCASTING advertisement, and she started work at KGIR, Oct. 28, 1933, and has been there ever since. Being a good cook, she often feeds advertisers and prospects for her housekeeper's program.

MISS SPRAGUE

Because Miss Sprague sounds about 50 on the air, she is not allowed to make public appearances due to her youth. Her hobbies are radio (she is a licensed amateur and has a "ham" station), fishing, and hunting (got both an elk and deer last year).

Passage Foresee Of Bill to Amen Copyright Statut

Measure Would Shear ASCA Of Much Arbitrary Power

CONFIDENCE that the Duf Copyright Bill (S. 3047), favorab reported by the Senate Pate Committee June 17, will be pass by Congress at the current se sion was expressed by Congre sional spokesmen when Rep. Bloo (D.) of New York introduced t identical measure in the Ho June 19.

The bill, amending the Copyrig Act of 1909, would strip the Ame ican Society of Composers, Aut ors & Publishers of much of t arbitrary power it has wielded procurement of royalties fr users of copyrighted works. T biggest blow at ASCAP is the p vision for elimination of the sta tory damage provision under wh the copyright owner is enabled procure $250 for each infrin ment, innocent or otherwise, of number. The bill would wipe the minimum and leave the amou of damages to the discretion of t courts.

The measure, drafted by t State Department, is regarded necessary in that it will revise t laws here to allow American ent into the International Copyrig Union and thereby permit au matic copyright of the works American authors in foreign cou tries, and vice versa. The trea already has been favorably repo ed by the Senate Foreign Relatio Committee, and a month ago ina vertently was ratified by the Se ate. It was restored to the cale dar, however, with the understan ing that it may not be ratifi until the Duffy bill passes bo House and Senate. This is expe ed within a fortnight.

Need for Legislation

IN HIS REPORT accompanyi the Duffy Bill, made availa June 17, Chairman McAdoo (D.) California, of the Senate Pate Committee, emphasized the nec sity for the measure, the existi law being 25 years old, and sin its enactment such industries the motion pictures and radio, pendent upon copyrighted wor have come into prominence.

Senator McAdoo explained t statute must be brought fully i conformity with the treaty a must be enacted contemporaneo ly with the entry of this coun into the treaty. Under the trea American authors will be accord the benefit of automatic copyrig so that the simple fact of havi created a literary or artistic wo will entitle him to full copyrig protection in the nearly 50 co tries which are already parti European authors will get same benefits here—something th will necessitate closer checking copyright users, including bro casters. American composers, ho ever, will continue to follow th original procedure in this coun and will not be accorded automa copyright.

As to the $250 statutory mi mum, which is eliminated, Se tor McAdoo said this provision

(Continued on page 99)

RADIO'S WINNERS IN 1935

Nationwide "Star of Stars" poll places programs and artists on NBC first in all classifications—1,250,000 votes cast

JACK BENNY—Performers—First Place. Program: "Jello Program, Starring Jack Benny"; Sponsor: General Foods Corporation; Agency: Young & Rubicam, Inc. NBC Blue Network.

WAYNE KING—Orchestras—First Place. Program: "Lady Esther Serenade"; Sponsor: Lady Esther Company; Agency: Stack-Goble Advertising Agency. (Note: Lady Esther Company has two programs featuring Wayne King on NBC, two on CBS, weekly). NBC Red Network.

Jack Benny—Show Boat—One Man's Family—Wayne King—Amos 'n' Andy—James Wallington; these were returned the winners in Radio Guide's second annual "Star of Stars" Election poll. A total of 1,256,328 votes were cast by radio listeners, from coast to coast. Gold medals will be presented to the winners, symbolizing their pre-eminence as listener favorites in the Election's six divisions: Performer, Musical Program, Dramatic Program, Orchestra, Team and Announcer, respectively.

Every Winner an NBC Feature

Two impressive facts stand out in this year's voting: every winner of first place was a program feature heard on NBC, and every star and program indicated an evidence of listener preference for entertainment of a more solid and higher plane than ever before. An analysis of the winners and the runners-up, along with the leading contestants in each division, indicates clearly that broadcasting programs are becoming more adult, more selective, and more genuinely entertaining. The National Broadcasting Company extends hearty congratulations to the winners in this great nationwide election.

JAMES WALLINGTON—Announcers—First Place. NBC Blue and Red Networks.

AMOS 'n' ANDY—Teams—First Place. Sponsor: The Pepsodent Company; Agency: Lord & Thomas. NBC Blue Network.

SHOWBOAT—Musical Programs—First Place. Program: "Captain Henry's Maxwell House Showboat"; Sponsor: General Foods Corporation; Agency: Benton & Bowles, Inc. NBC Red Network.

ONE MAN'S FAMILY—Dramatic Programs—First Place. Sponsor: Standard Brands, Inc.; Agency: J. Walter Thompson Company. NBC Red Network.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY • NEW YORK • WASHINGTON • CHICAGO • SAN FRANCISCO

Listening Listlessly

But Listening!

. . . . . and they're all not listless by a long shot

Summer sales prove that . . . 34% of all passenger cars are bought during June, July and August . . . 28% of all cigarettes . . . 28.3% of all cigars . . . and in the department stores 22% of the year's merchandise is turned over during the summer quarter.

Summer broadcasting is paying big dividends to the users of the old reliable—

WHAS

Renewals for the summer of 1935 prove the effectiveness of this popular Midwestern station, and there are still some choice spots available to those who realize the advantage of keeping their message before the millions of summer listeners who have desires to satisfy and needs to fill.

50,000 WATTS NATIONALLY CLEARED CHANNEL

Owned and Operated By The Courier-Journal and The Louisville Times

REPRESENTED NATIONALLY BY EDWARD PETRY CO.

Gentlemen! WIBM is acknowledged to be one of the outstanding local stations in the industry.

Here's Why!

WIBM is located in its own "Radio Block", studios and control rooms in huge show window - the downtown showplace of the busy city of Jackson, Michigan. Programs from 3 networks - Mutual - Michigan - Canadian and NBC sustaining starting Sept. 29th. through the MRN. The New Standard Program Library too!

One of the 10 stations in the country to present Wayne King as a sustaining artist regularly is just an instance. From 7 A.M. to 1 A.M. - 18 hours of continuous network and local features. No roving Arabs with their guitars at any time. No records after 9 A.M.

Completely wide range equipped throughout - AC high fidelity remote rigs - Proctor crystal 78's and 33's for example.

Complete play-by-play (*Socony*) Detroit Tigers ball games means saturation point afternoon audiences.

A mode of operation in the finest metropolitan manner — 7 staff announcers - 3 and 4 on shift at a time. A business volume up 187% in the last year.

Strategic location - no deluge of outside first class signals to upset the night time picture. A merchandising service for Jackson - or the whole of South Central Michigan, especially devised for survey and test campaign work.

WE'RE OUT FOR BUSINESS AND GEARED TO PRODUCE! IF OUR BROCHURE IS NOT IN YOUR FILES JUST DROP US A LINE.

WIBM INCORPORATED.
RADIO BLOCK
JACKSON, MICHIGAN

WIBM Is Under The Direction of Chas. A. Hill.

National Representative - Hibbard Ayer, 350 Madison Ave, N.Y.C.

Permits Granted 37 New Stations By FCC in Year

Nearly 200 Applications Pend, Including Many Newspapers

THIRTY-SEVEN new broadcasting stations, most of them in the 100-watt category, have been authorized for construction by the FCC Broadcast Division since the demise of the old Federal Radio Commission in July, 1934, according to records of the FCC License Division as completed to June 15, 1935. Thirteen of the stations are already on the air, the remainder being mostly under construction.

In addition, 197 applications for new stations of varying power ratings, but mostly 100-watters, are pending before the Broadcast Division. Most of them must go to hearing in the usual routine to determine whether they are needed in the communities and whether the applicants are financially and technically equipped to operate them.

Applications have been pouring into the FCC daily for new stations, particularly from newspapers, ever since the formation of the new FCC on July 11, 1934, under the newly enacted Communications Act which carried a proviso that new local stations could be licensed without regard to state quotas provided they would cause no undue interference. For several years prior to the enactment of that provision only a handful of new stations had been authorized by the old FRC.

Newspaper Applicants

OF THE NEW stations already authorized, two are newspaper-owned, and among the pending applications are 24 from newspapers. In a few additional cases it is believed that newspaper interests are "hidden" behind corporate names or names of individual applicants.

The granted and pending applications are only a small number of the actual applications that have been filed since the FCC was formed last year. The records reveal that 134 applications for new stations have been returned for want of sufficient data under the rules, indicating that applicants had failed to make a proper study of the requirements. Nineteen new station applications were denied and 33 dismissed.

In the adjoining column will be found a log of the new stations authorized and their present status, together with a tabulation of the known newspaper applicants for new stations whose cases are still pending.

Won't Seek Station

J. DAVID STERN, publisher of the *New York Post* and *Philadelphia Inquirer*, has dropped his FCC application for a new daytime New York station on 810 kc. He had requested the facilities of WNYC, New York municipal station now on that wave length. Mayor LaGuardia announced recently that he was considering filing application for full time for WYNC with a view to converting the station into a commercial outlet.

New Stations Already Authorized

* *CP only* — H *Designated for hearing* — U *Unlimited time*
‡ *Newspaper* — D *Daylight only* — LS *Local sunset*
SP *Specified hours* — SH *To share time* — KW *Kilowatts*
KC *Kilocycles* — W *Watts*

KABR, Aberdeen, S. D., Aberdeen Brdcstg. Co., 1420 kc 100 w D.
KAST, Astoria, Ore., Abraham Shapiro, 1370 kc 100 w D *.
KELD, El Dorado, Ark., T. H. Barton, 1370 kc 100 w U *.
KFRO, Longview, Tex., Voice of Longview, 1370 kc 100 w D.
KHSL, Chico, Cal., Wm. Schield, Sydney R. Lewis & Harold Smithson, trustees Golden Empire Brdcstg. Co. Ltd., 950 kc 250 w D.
KINY, Juneau, Alaska, Edwin A. Kraft d/b Northwest Radio Adv. Co., 1310 kc 100 w U *.
KIUJ, Santa Fe, N. M., J. H. Speck, 1310 kc 100 w U.
KIUL, Garden City, Kan., Garden City Brdcstg. Co., Homer A. Ellison & Frank D. Conard, 1210 kc 100 w U.
KIUN, Pecos, Tex., Jack W. Hawkins & Barney H. Hubbs, 1420 kc 100 w U *.
KIUP, Durango, Col., Le Roy Haley, 1370 kc 100 w U *.
KPLC, Lake Charles, La., T. B. Langford, R. M. Dean & L. M. Sepaugh, Calcasieu Brdcstg. Co., 1500 kc 100 w U.
KRLC, Lewiston, Ida., H. E. Studebaker, 1420 kc 100 w U.
KROC, Rochester, Minn., Southern Minnesota Brdcstg. Co., 1310 kc 100 w U *.
KVOL, Lafayette, La., Geo. H. Thomas, Robert M. Dean, L. M. Sepaugh & T. B. Lanford d/b Evangeline Brdcstg. Co., 1310 kc 100 w U *.
KVSO, Ardmore, Okla., Ardmoretie Pub Co. Inc., 1210 kc 100 w D ‡ *.
KWBG, Hutchinson, Kan., W. B. Greenwald, 1420 kc 100 w U *.
WAIM, Anderson, S. C., Wilton E. Hall, 1200 kc 100 w U.
WCMI, Ashland, Ky., Ashland Brdcstg. Co., 1310 kc 100 w U *.
WFMD, Frederick, Md., Monocacy Brdcstg. Co., 900 kc 500 w D *.
WISC, Milwaukee, Milwaukee Brdcstg. Co., 1310 kc 100 w D *.
WMFD, Wilmington, N. C., Richard Austin Dunlea, 1370 kc 100 w D.
WMFF, Plattsburg, N. Y., Plattsburg Brdcstg. Corp., 1310 kc 100 w D.
WMFG, Hibbing, Minn., Head of the Lakes Brdcstg. Co. (Superior Wis. Telegram), 1210 kc 100 w U ‡ *.
WMFH, Boston, Joseph M. Kirby, 1120 kc 500 w D *.
WMFJ, New Haven, Patrick J. Goode, 900 kc 500 w D *.
WMFJ, Daytona Beach, Fla., W. Wright Esch, 1420 kc 100 w U.
WMFN, Clarksdale, Miss., Attala Brdcstg. Corp., 1210 kc 100 w U.
WMFO, Decatur, Ala., James R. Doss Jr., 1370 kc 100 w D *.
WMFR, High Point, N. C., Hart & Nelson (J. A. Hart & Wayne M. Nelson), 1200 kc 100 w D *.
WNBC, New Britain, Conn., William J. Sanders, 1380 kc 250 w D *.
WNRI, Newport, R. I., S. George Webb, 1200 kc 100 w-250 w LS U *.
WPAR, Parkersburg, W. Va., Ohio Valley Brdcstg. Corp., 1420 kc 100 w U *.
WPRP, Ponce, Puerto Rico, Julio M. Conesa, 1420 kc 100 w-250 w LS SH *.
WSVA, Harrisonburg, Va., Shenandoah Valley Brdcstg. Corp., 550 kc 500 w D *.
WTAL, Tallahassee, Fla., Florida Capitol Brdcstrs. Inc., 1310 kc 100 w U *.
WTMV, E. St. Louis, Ill., Mississippi Valley Brdcstg. Co. Inc., 1500 kc 100 w U *.
Del Monte, Cal., Richard Field Lewis, 1210 kc 100 w U *.

Newspaper Stations Sought

Fort Worth, Tex., Amon G. Carter (Fort Worth Star-Telegram) 970 kc 5 kw U.
Bellingham, Wash., Bellingham Pub. Co., 1420 kc 100 w U H.
Big Springs, Tex., Big Springs Herald Inc., 1500 kc 100 w U H.
Champaign, Ill., Champaign News-Gazette Inc., 1370 kc 100 w U.
Pottsville, Pa., E. L. Clifford (Pottsville Republican) 580 kc 250 w D.
Denton, Tex., Denton-Record Chronicle Co., 1420 kc 100 w D.
Vallejo, Cal., Luther E. Gibson d/b Times Herald Pub. Co., 850 kc 250 w D H.
Hartford, Conn., Hartford Times Inc., John F. Rolfe, treas., 1200 kc 100 w U.
Albany, N. Y., Hearst Radio Inc. (Albany Times-Union) 970 kc 1 kw U H.
Milwaukee, Wis., Journal Co. (Milwaukee Journal), 1010 kc 1 kw U H.
Paris, Tex., North Texas Pub Co., A. G. Mayse, president, 1500 kc 100 w D H.
Muskogee, Okla., Oklahoma Press Pub. Co., 1500 kc 100 U H.
Pittsburgh, Kan., Pittsburgh Pub. Co., 1500 kc 100 w U H.
Abilene, Tex., Reporter Pub. Co. Inc., 1420 kc 100 w U H.
Roseburg, Ore., Southern Oregon Pub. Co., 1500 kc 100 w D.
Springfield, Mo., Springfield Newspapers Inc., 1120 kc 250 w SP H.
St. Joseph, Mo., News Brdcstg. Co., 1310 kc 100 w U.
Corpus Christi, Tex., Caller-Times Pub. Co., 1330 kc 1 kw U.
Pampa, Tex., Pampa Daily News Inc., 1200 kc 100 w D.
Virginia, Minn., Head of the Lakes Brdcstg. Co. (Superior, Wis. Telegram) 1370 kc 100 w U.
Belton, Tex., Bell Pub Co., 1370 kc 100 w D.
Moscow, Id., Review Pub. Co. (Pearl B. Robinson, sole owner), 1310 kc 100 w U.
Springfield, O., Springfield Newspapers Inc., 1120 kc 250 w D.
Marysville, Cal., Marysville-Yuba Publishers Inc., 1210 kc 100 w U.

New KUMA Owner

KUMA, Yuma, Ariza., has been taken over by E. B. Sturdivant, local theatre operator. He has held an interest in the station since February, taking over full control in June on the retirement of Don Hastings.

Philco and Television

PHILCO, sponsoring Boake Carter on CBS, has changed its announcement signatures to read "Philco Radio & Television Co.", indicating its purpose of gaining an identity in the television field.

WTMV, at East St. Louis, New 100-Watter, on Air

Mr. West

EMPLOYING a staff of 23 and featuring Transradio News, the new WTMV, located on the Illinois side of the river opposite St. Louis, is now on the air with 100 watts on 1500 kc. President of the Mississippi Valley Broadcasting Co., licensee, with studios and offices in Hotel Broadview, E. St. Louis, Ill., is Lester E. Cox, operator of KGBX and KWTO, Springfield, Mo. Manager of the new station is William H. West, former manager of KSD, St. Louis, who announced the following staff:

J. T. Hetherington, formerly with the *Chicago Tribune* and the advertising department of the Wabash Railroad, sales manager; Woody Klose, formerly with KSD, program director; Fred S. Liggett, chief engineer; John R. Edmunds, formerly with NBC, WGY, CFCF, KFWB and KSD, production director and chief announcer; Leslie Crow, news editor, and Herbert E. Nelson, director of artist bureau. The station is equipped throughout with Western Electric and RCA apparatus.

NBC-Jolson Face Suit

NBC and Al Jolson, master of ceremonies in the Shell Oil Co.'s *Shell Chateau* program, are made joint defendants in a damage suit filed in Pittsburgh district court June 20 by the Summit Hotel Co., Uniontown, Pa. Damages of $100,000 are asked for an alleged remark by Jolson during his June 15 broadcasts on the NBC-WEAF network when he was interviewing Sam Parks Jr., the national open golf champion. When Parks said his first pro job was with the Summit Hotel, Jolson is alleged to have remarked: "That's a rotten hotel" to the injury of "the good name, credit and reputation" of the hostelry. The hotel asserted it was also registering protests with its Senators and Congressmen and with the FCC.

Gov. Case to Camp

NORMAN S. CASE, vice chairman of the FCC Broadcast Division, will assume command of his 315th Cavalry Army Reserve Corps regiment at Fort Ethan Allan, Vt., July 7, his tour of duty continuing to July 20. Gov. Case, a war veteran with a distinguished record, is a Colonel of Reserves. He expects to return to his duties in Washington shortly after he completes his two weeks of training.

Ford Hour to Return

RETURN of the *Ford Sunday Evening Hour* series over a nationwide CBS network on Sept. 29 was assured in a statement by N. W. Ayer & Son Inc., Philadelphia. The series, heard 8 to 9 p. m. EST. Sundays, suspended for the summer on June 30 with Edsel Ford as guest speaker. Victor Kolar will again direct the orchestra next fall and the best concert talent available will appear. The 1935-36 series will run 39 weeks.

Los Angeles Times
The New York Times
Chicago Daily Tribune
The Dallas Morning News
St. Louis Glo
K W K
THE MOST PROGRESSIVE STATION
IN ST. LOUIS
LEADS AGAIN
THE LEADING STATION IN ST. LOUIS
OFFERING
UNITED PRESS
NEWS
FOR SPONSORSHIP
Available July 13th, 1935
Telephone
Telegraph
Write
Representatives
JOHN BLAIR & COMPANY
New York, Chicago, Detroit, San Francisco
HOTEL CHASE
ST. LOUIS, MO.

The Retailer Turns to Radio Broadcasting

By DR. HERMAN S. HETTINGER

Growing Interest Shown; Use of More Than One Station Is Urged; Advantages of Small Broadcasters Explained

Dr. Hettinger

SLOW to try new forms of advertising, retailers are adopting radio in large numbers and recently this trend has been particularly marked. Dr. Hettinger in this article analyzes the retail broadcasting situation and has some interesting suggestions for both retailers and broadcasters. He points out the advantages offered by small stations from a community standpoint and advises retailers to use more than one station in their radio campaigns.

RECENT months have witnessed a marked increase in interest on the part of retailers in broadcast advertising. Station executives report an unprecedented number of inquiries from retail establishments regarding radio. Growing retail interest has been such as to have prompted the Sales Promotion Division of the National Retail Dry Goods Association recently to compile and publish a *Radio Broadcasting Manual for Retailers.*

This interest has reflected itself in an increased volume of retail business. Gross time sales of stations to retail establishment during the first quarter of the current year were 48.6% greater than during the corresponding period of 1934. The trend has been consistently upward, April retail broadcast advertising having been 71.1% greater than during the same month of last year. Whereas during 1934, retail broadcast advertising represented 44.9% of local radio volume, during the first four months of the current year it represented 53.6% of total local broadcast advertising.

Analysis by NAB

DEPARTMENT store, clothing, housefurnishing and retail automotive advertising have experienced particularly marked gains during the current year. Department store advertising, during the first four months of 1935 was approximately half again as great in volume as during the same period of last year.

Prompted by the growing interest in retail broadcast advertising the National Association of Broadcasters recently completed a special statistical analysis of retail broadcast advertising by classes of station, types of rendition and similar features. The study was based on an identical sample of stations representing approximately 25% of the industry's gross revenues and was conducted for the 1934 season.

A number of interesting features were revealed by the study. Retail broadcast advertising was found to vary materially in importance with the size of station. Whereas broadcast advertising sponsored by retail establishments represented but 16.9% of non-network business and 6% of total volume on stations over 1,000 watts in power, it accounted for 33.1% of non-network business and 16% of total business over stations in the 250-1,000 watt group and for 43.4% of the total volume in the case of the 100-watt group.

The term retailer has been conservatively interpreted in this analysis, and has been made to include only purely retail establishments. If all types of business vested with at least some of the aspects of retailing were included in the analysis it is probable that the retail figure for 100-watt stations would rise to approximately two-thirds of total volume.

It was revealed, in spite of the fact that retail advertising represented the majority of the 100-watt business, that the greatest dollar volume of retail advertising was broadcast over the stations in the 250-1,000 watt class. These stations accounted for approximately $4,000,000 out of a total volume of $7,183,000 in 1934. Stations in the 100-watt group are estimated to have enjoyed a volume of approximately $1,750,000 and stations over 1,000 watts in power a volume of $1,400,000. The average expenditures per station, however, were greatest in the highest power group.

Clothing Ranks First

IN THE FIELD of sponsorship the clothing and apparel retail group was shown to be the most important, with department stores ranking second, and house furnishings, automotive retailers and food retailers following in order. These groups of retailers accounted for 74.6% of total retail volume over stations of more than 1,000 watts in power, 74.1% in the case of the 250-1,000 watt group and 68% in the case of the 100-watt stations.

There were interesting variations in the relative importance of various types of retail advertisers over different sizes of stations. Though clothing and apparel stores constituted the most important group over all classes of stations they were of particular importance to the 100-watt group. Advertising by clothing, haberdashery, millinery, hat, shoe stores and the like constituted nearly one-third of these stations' retail volume and approximately one-eighth of their total business.

Department store advertising has tended to concentrate upon regional and clear channel stations. There is little difference in the importance assumed by furniture, household equipment and automotive retail advertising over various classes of stations. Gasoline filling station and accessory store advertising tends to concentrate upon the smaller stations.

Types of Rendition

INTERESTING trends also were revealed by the study with regard to the type of rendition utilized by retailers. In 1934 it is estimated that 4.5% of retail advertising was represented by electrical transcriptions, 37.5% by live talent programs, 51.1% by announcements and 6.9% by records.

The proportion of retail broadcast advertising represented by various types of rendition varied materially between stations of different sizes. Transcriptions represented but 3.2% of retail volume over 100-watt stations but rose to 9.8% in stations over 1,000 watts in power. Records, on the other hand, accounted for about 1% of retail advertising over stations of more than 1,000 watts in power, but amounted to 19.3% of the total volume of 100-watt stations. Were the records employed between announcements also included in this latter figure, it would be increased materially. Announcement volume varied little in importance among stations of different sizes, while live talent programs tended to be concentrated on the larger transmitters.

What is the significance of this information? In addition to giving a clear picture of its present status, it would seem as if the conclusions to which the aforementioned statistics point are of fundamental importance to an appreciation of the future of retail broadcast advertising.

At the present time the bulk of retail broadcast advertising is concentrated upon regional stations. Usually the coverage of the regional station is sufficient to encompass the retail trading area of the community in which it is located, while its program service, especially with regard to network affiliates, is of a nature to attract a good-sized audience. Should increased network volume make further inroads upon the time available over such stations, increased sales opportunities in the retail field should offer themselves to independent regional stations and to such local stations as were ready to avail themselves of them.

Retail advertising probably will never become a factor of major importance with regard to clear channel stations, except in special cases. These stations have a greater potential value in the coverage of larger areas for national and regional advertisers.

The Small Station

PARTICULARLY interesting is the almost complete dependence of the local station, 100 watts in power, upon the advertising volume of retailers. This type of station, performing unique and important local services, owes its existence to advertising of this type. Conversely, any progress which it will make must be predicated upon a further extension of its retail volume and of an improvement in its functioning as a retail advertising medium.

With regard to the future of retail radio advertising as a whole, its greatest potentialities lie in the further cultivation of the present classes of users rather than in the search for new type of users. As an example, department store radio advertising is lamentably low in volume, department store expenditures among larger stores amounting to approximately 2% of the entire promotional budget.*

There is no logical reason why department store advertising should not be doubled or even tripled, as far as radio is concerned, if the examples of intelligent users is any indication of the potentialities of the medium. Other similar opportunities undoubtedly exist.

If these potentialities are to be realized, a number of important factors must be considered.

The full development of retail sales problems on the part of the broadcast advertising will require a greater appreciation of retail broadcaster. A retail establishment is a complex affair in which the goods sold are but one of the factors which attract customers to it. The location of the store, its particular price policies and type of goods featured, its credit policies, personnel and a variety of similar factors constitute the real saleable commodities of a retail institution. The retail establishment must sell itself as well as its goods.

Special Occasions

THE BROADCAST advertising possibilities of various retail occasions, and of different seasons and holidays, remain to be more thoroughly investigated. Each week of the year has its own retail significance, and each of these has a potential value to radio. This is especially important in the full development of participations and

(Continued on page 38)

* Department stores (consistent as well as occasional broadcasters) with annual sales of 5 to 10 million dollars in 1933 spent an average of .08% of net sales for radio. Since total advertising runs no more than 4.5% of net sales, this means that less than one-fiftieth goes for radio. Percentages are from *Radio Broadcasting Manual for Retailers*, page 33, National Retail Dry Goods Association. Since these figures are averages for all stores the percentage for consistent users undoubtedly is higher.

MacGREGOR
will be there {Hoot mon!}

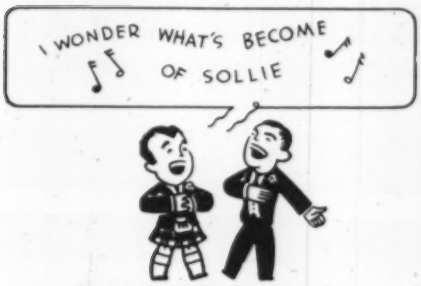
SOLLIE
won't {Someone has to work}

WHITAKER
*will do a bit of *delegating*

AND A BRAU, BRICHT MOONLICHT CONVENTION IT WILL BE

They'll be "glad to meetcha" at Colorado Springs!

★ DELEGATING: In this instance, lobbying for MacGregor and Sollie Program Service . . . the only thing of its kind in the country.



Mac and Cy Whitaker doing their convention theme song

● **WE'RE going to this convention to meet YOU! Please let us know your room number...we'll be at the Broadmoor.**

Greetings, delegates to the NAB convention. Here's a "Welcome to the West" from MacGregor and Sollie. (Note: Colorado Springs is located in the West, not far from the Los Angeles city limits; *we're* from San Francisco.) What's more, this is our chance to meet you face to face, and with two of us to do it we stand a pretty good chance. "Mac" and "Cy" will do the honors for the firm . . . a firm, by the way, that makes a business of commercially-tested electrical transcriptions. If you want to hear about these transcriptions, step up and ask us. If you don't, turn us off and we'll talk about the putt you missed on the seventeenth. So, then, here's looking at you and looking for you at Colorado Springs . . . and may you have a brau, bricht time of it. BOTTOMS UP!

MAC GREGOR AND SOLLIE, INC.

Electrical Transcriptions

865 MISSION STREET
SAN FRANCISCO

Western Representatives of
EDWARD PETRY & COMPANY · INC.

A Place in the Sun for the 100-Watter

Quick Merchandising Among the Unique Opportunities; Some Suggestions on How to Boost Business

By ED YOCUM
Commercial Manager,
KGEZ, Kalispell, Mont.

FOR some 15 years, the author has been in radio and newspaper work, with some overlapping for good measure, and he takes Underwood in hand to bring 100-watters out of any inferiority complex some of them may have. He fears he is stepping on a few toes, and possibly some corns, but he has a message and it's full of meat as well as some iron and wine and other tonic ingredients that are effective stimulants.

BROADCASTERS, particularly the little fellows, should feel themselves under a heavy debt to Edward A. Allen, whose query some months ago, "What's wrong with the 100 watt stations?" has provoked no little excitement, considerable interest, and most of all, some solid thought.

Should nothing come of the proposal of 100-watt stations to "step out and grab the whole lot of the non-network business," the debt to Mr. Allen will remain. Mr. Allen partially answers his own question when he admits that equipment and programs of many 100-watters are not what they ought to be.

One answer comes in some correspondence of one of my operators (a good one, well paid) recently concluded. The owner of another station had heard of him. He wrote to my operator, offered him a job at 60% of what he is getting IF he could receive news by short wave, write local news, operate the station, announce, sell, write copy and arrange programs. My operator's answer: "*You don't want me or any one man, you want seven men or a miracle.*"

Paying Salesmen

THE QUESTION, then, is one of staff. How many 100-watt station operators are willing to pay a good salesman what good salesmen get in competitive fields? Very few.

Radio, generally, has gone news crazy in the last three years. Radio has just realized that it is the fastest merchandising medium available. It follows that the 100-watt independent, if its owner wills, can become the fastest of all these mediums. Its smallness, its compactness, its flexibility can all be turned to quick advantage. The manager of one of your local stores can talk to you at 9 a. m., conceive, with your help, a merchandising plan. In a few minutes it can be on the air, in 15 minutes people can be coming into that man's store. Don't tell me it can't be done, I'm doing it every day.

Why?

Because more than one half of Americas 100-watt stations are located in cities of 40,000 or less where more than half of the shoppers walk to market.

Advertising rates always have been, always will be a problem. It is ridiculous to attempt a standardization program. If you think radio rates are a jumble, study those of the media with which you compete, the good weekly, the small daily. Their discrepancies are as great and the reasons probably are good.

Competing Media

CERTAINLY, the operator of a 100-watt station, competing with a newspaper offering a milline rate of 10 cents cannot sell for as much as another 100-watter competing with the same circulation in the same purchasing power area at a milline rate of 15 cents. I'll bet that three-quarters of the 100-watt stations cannot even figure a milline rate, know less about their competitors' discounts. How many operators of 100-watt stations know the relative value of advertising dollars in their competitors' media and their own? Concretely, how much does the grocer on Main Street have to spend with your radio station to get the same results as he does from that $45 quarter-page in the newspaper. The whole theory is built about worrying in your own town, letting the fellow with a 500 or 2,500-watt station in the next town run his own business and being as friendly with him as possible, not worrying about the national business he's getting and you aren't.

Do you suppose the business manager of the *Chicago Tribune* worries when he sees a double truck in the *Saturday Evening Post* on Dodge cars? No, he finds the Dodge dealer, backs up that fine national campaign with the local dealer's NAME, STREET ADDRESS and PRICE RIGHT HERE, DELIVERED. And, for that matter, what's done in Chicago is done in Four Corners, even to the cops or somebody taking a cut on the local poker game.

How It Is Done

ASSUMING that the thought provoked by Mr. Allen will make the owners of 100-watt stations a bit introspective, their problem then becomes first one of equipment; second of programs, which is not difficult; and third, the problem of selling. Pay the salesman a salary, a good one, and he won't be worrying about the rent, the baby's shoe bill. Tack on a bit of a commission as bait for extended effort. Study your own field, the channels of distribution in your community which advertising must follow.

Example: Chevrolet is using about 300 stations in its present campaign. Certainly there are more Chevrolet dealers than radio stations. Every Chevrolet dealer in the United States is paying for that campaign. There is a fee tacked to every car to pay for it. Fine, put the pressure on your Chevrolet dealer, explain the workings of the campaign (do you know about it?) and he'll bring the program to your station. If he's a good dealer, Chevrolet needs his good will to take that fee per car; will see that your station gets at least a few of the programs.

In few instances where time is selling in excess of $50 per hour can a complete list of the local dealers of the product affected be listed. Your local station can list the dealer, his phone number, his address, and always HIS NAME. His wife gets a big kick out of it. Go out and see her, find out what kind of a program she likes—the old man will buy it, with your help.

And, radio is just a kid — few 100-watters are more than 10 years old, many never will be successes, just as some newspapers are still using Washington hand presses. Everything is in favor of the small station owner and with the odds that he has, if he cannot succeed, then the freezeout of the old "r u g g e d individualism" is bound to take place, and should.

And, since a little solid thought will remedy a lot of things in small stations, then if Mr. Allen has made we small station operators think, our debt will be considerable. Station owners will be paying for, getting the services of better tradesmen, will be seeking fewer *Miracle Men.*

A SPONSORED CIVIC SERVICE

WOC Refers All Requests for Free Announcements To Drug Chain for Its Programs

By MORGAN LIXTON
Program Director, WOC, Davenport

EVERY program director in radio is besieged with requests for every conceivable type of free announcement, many from deserving charities and organizations to whom the courtesy should be extended. Many others from churches, clubs, and civic organizations are of a very limited scope. While deserving, they are not of enough importance to warrant radio time.

WOC, Davenport, has worked out this problem to the financial benefit of the station and to the lasting satisfaction of one of its important clients. When the Schlegel Drug Co. was casting about for a program idea for its first venture in radio advertising, we suggested the purchase of *Musical Clock* time daily to be placed at the disposal of any non-profit organization for the publicizing of their social or athletic activities. With tongue in cheek the Schlegel firm started a 15-minute *Public Service* program on a 30-day trial basis.

For a few days the station had to dig the announcements up but before the first week was over the telephones were busy taking items for the broadcast. The sponsor still was luke-warm on the idea until cards, letters and personal calls began to materialize at the seven Schlegel stores expressing the appreciation of these various organizations for the service rendered. At the expiration of the 30 days the account was renewed for a year despite a raise in rates and the sponsor now is seriously contemplating an additional 15 minutes to accommodate the large amount of continuity.

WOC has been careful to request parties phoning in announcements to write or call at Schlegels and express their appreciation and to announce at committee meetings and entertainments that the Schlegel Drug Co. has provided this service.

Announcements are r e p e a t e d two, three or more mornings depending upon the importance of the project and have resulted in materially increased attendance at school, church, lodge, and civic functions, as well as tremendous good-will to the sponsor.

Chrysler Tests on WOR

DECCA RECORDS Inc., New York, is producing a series of transcriptions by Victor *Young and His Orchestra*, to be tested on WOR, Newark, starting July 1 with Chrysler Motor Car Corp., Detroit, as sponsor. The discs will feature prominent guest stars, among them Ethel Merman, Albert Spaulding, Ethel Shutta, Morton Downey and Bob Crosby. The programs will be heard Mondays, Wednesdays and Fridays 7:15-7:30 p. m. (EDST). Ruthrauff & Ryan Inc., New York, is the agency.

KFBK to 5,000 Watts

KFKB, Sacramento, Cal., operated by the McClatchy newspaper interests, will graduate from the 100-watt class to 5,000 watts unless new opposition develops to the FCC's Broadcast Division's decision of June 18 granting it the increase. The station now operates on 1310 kc. and was authorized to move to 1490 kc., the high-power regional channel now occupied exclusively by WCKY, Cincinnati. The division reversed the recommendation of Examiner Walker in making the grant.

Newspaper Operates KGNC

MERGER of WDAG and KGRS, time-sharing stations on 1410 kc. at Amarillo, Tex., was completed last month and the station is now on the air with 1,000 watts night and 2,500 day, using the call letters KGNC under authorization of the FCC. O. L. Taylor is general manager of KGNC, which is now owned and operated by the *Amarillo Globe-News.*

"Ask the John Blair Man"

This phrase is being used more every day in advertising agencies throughout the country. Why?... Because the "John Blair Man" has received a well-rounded background of station, agency, and merchandising experience . . . and because he can not only give honest and intelligent information to buyers of "spot" radio time, but can also make constructive and helpful suggestions concerning the use of the following stations and the markets they serve.

★ ★ ★

STATIONS REPRESENTED

Location	*Station*	*Location*	*Station*
Chicago, Illinois	WGN*	Philadelphia, Pa.	WIP
Columbus, Ohio	WBNS	Phoenix, Arizona	KTAR
Des Moines, Iowa	KSO	Rochester, N. Y.	WHEC
Des Moines, Iowa	KRNT	St. Louis, Missouri	KWK
Detroit, Michigan	WWJ	St. Paul-Mpls., Minn.	KSTP**
Kansas City, Mo.	WREN	Salt Lake City, Utah	KDYL
Los Angeles, Calif.	KNX	San Diego, Calif.	KFSD
Omaha, Nebraska	WOW	Waterloo-Cedar Rapids, Ia.	WMT

SOUTHWEST BROADCASTING SYSTEM

*Represented on the West Coast.
**Represented in territory outside New York.

JOHN BLAIR & COMPANY

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
341 Madison Avenue	520 North Michigan Avenue	New Center Building	485 California Street
Murray Hill 2-6084	Superior 8660	Madison 7889	Douglas 3188

Three New Series Added by WBS to Program Service

Red Star Advertising Group Includes Nine Continuities

WORLD BROADCASTING SYSTSM in June released *Red Star Advertising Programs* to all stations subscribing to its program service, the series consisting of three weekly programs—nine continuities in all—prepared for local sponsorship under the direction of Martha Atwell, director of World productions.

The new series brings the number of hours of playing time furnished by WBS to 17½ weekly. The new programs are elastic and are titled *Sport Facts, Your Home,* and *Fashion.* Complete radio entertainment is furnished, WBS stated in announcing the new programs, including not only music but informative and interesting programs. All of the new groups use music as a background and brief outlines of sales promotion and suggested classifications of advertisers are supplied.

World Program Service now supplies 61 continuities of 15 and 30-minute programs under 23 titles each week.

Titles of World programs in this service, varying from one to six times weekly, are: 15-minute—*Castles on the Air, Fireside Phantasies, The Jewel Box, Magic Harmony, Melody Palette, Musical Jigsaw, Musical Scrapbook, New Tunes, Paths of Memory, Playing the Song Market, Silver Strains, Souvenirs, Spice of Life, Tonic Tunes, Sport Facts, Your Home, Fashions;* 30-minute—*World Day Revue, World Revue, Carefree Capers, Metropolitan Moods, Pop Concert.*

Special Programs

SPECIALLY built WBS programs running currently are:

Kroger Grocery & Baking Co., Cincinnati (chain stores), 52 15-minute *Hot Dates in History,* thru Ralph H. Jones Co., Cincinnati.

Chicago, Duluth & Georgian Bay Transit Co., Chicago, 13 5-minute programs, thru Campbell-Ewald Co. Inc., Detroit.

Philco Radio & Television Corp., Philadelphia, 26 15-minute *Around the World With Boake Carter,* thru Hutchins Advertising Co. Inc., Rochester, N. Y.

Clicquot Club Co., Millis, Mass. (gingerale), 39 15-minute *Robinson Crusoe Jr.,* thru N. W. Ayer & Son Inc., Philadelphia.

Socony-Vacuum Oil Co. Inc., New York (Lubrite), 65 15-minute *Red Horse Ranch,* thru J. Sterling Getchell Inc., N. Y.

Chevrolet Motor Co., Detroit, 39 15-minute *Musical Moments,* thru Campbell-Ewald Co. Inc., Detroit.

Procter & Gamble Co., Cincinnati, 6 5-minute *A New Start in Life,* thru Blackman Adv. Inc., N. Y.

Dixie Distributors Inc., Hillsdale, Mich. (oil marketers), 13 15-minute *Philosopher Dixie,* thru Potts-Turnbull Adv. Co., Kansas City.

General Household Utilities Co., Chicago (Grunow products), 12 15-minute *Musical Program,* thru Hays McFarland & Co., Chicago.

Soap Products Ltd., New York, 13 15-minute *Dale Wimbrow,* thru Kelly, Nason & Roosevelt Inc., N. Y.

Gold Dust Corp., New York (Silver Dust), 78 15-minute *The O'Neills,* thru Batten, Barton, Durstine & Osborn Inc., N. Y.

General Baking Co., New York (Bond bread), 65 15-minute *Terry & Ted,* thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Skelly Oil Co., Kansas City, 455 15-minute *Jimmie Allen,* thru Russel C. Comer Adv. Co., Kansas City.

Richfield Oil Co. of California, Los Angeles, 260 15-minute *Jimmie Allen,* thru H. C. Bernsten Agency, Los Angeles.

Ford Motor Co., Detroit (Ford dealers), 26 60-minute *Fred Waring & His Pennsylvanians,* thru N. W. Ayer & Son Inc., Philadelphia.

Niagara Hudson Power & Light Co., New York, 195 15-minute *Little Jack Little & His Orchestra,* thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Chesapeake & Ohio Railway, Cleveland, 78 5-minute *Nat Brusiloff & Orchestra,* thru Campbell-Ewald Co. Inc., Washington.

Chieftain Mfg. Co., Baltimore (Color Shine), 20 5-minute *Danny Dee,* thru Van Sant, Dugdale & Co. Inc., Baltimore.

Studebaker Export Corp., South Bend, Ind. (autos), 9 15-minute musical programs, thru Roche, Williams & Cunnyngham Inc., Chicago.

Bristol-Myers Co., New York (proprietary), 5 15-minute *Spanish Musical Interludes,* direct.

News-Week Inc., New York, 15-minute *News Magazine of the Air,* direct.

Sterling Products Inc., New York (Cal-Aspirin), 15-minute *Chandu,* thru Thompson-Koch Co., Cincinnati.

Justin-Haynes Inc., New York (Aspirub), 5-minute *Musical Program,* thru Thomas H. Reese & Co., Inc., N. Y.

Announcement Discs

DRAMATIZED announcements running currently, all one-minute, are:

Studebaker Motor Car Co., South Bend, Ind., 11, thru Roche, Williams & Cunnyngham Inc., Chicago.

Grove Laboratories Inc., St. Louis, 13, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Gold Dust Corp., New York (Silver Dust), 54, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Western Association of Railway Executives, Chicago, 13, thru Reincke-Ellis-Younggreen & Finn Inc., Chicago.

Welch Grape Juice Co., Westfield, N. Y., 42, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Willys-Overland Co. Inc., Toledo (autos), 6, thru Gottschaldt-Humphrey Inc., Atlanta.

Frozen Desserts Inc., Chicago (Ice-Cre-Mix), 78, thru Roche, Williams & Cunnyngham Inc., Chicago.

My-T-Fine Corp., Brooklyn (ice cream powder), 13, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Rice-Stix Co., St. Louis (polo shirts), 16, thru Ridgeway Co., St. Louis.

Time Inc., New York (newsreel), 8, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

General Baking Co., New York (Bond bread), 26, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Procter & Gamble Co., Cincinnati (Dreft), 13, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Procter & Gamble Co., Cincinnati (Drene), 7, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

McCormick & Co., Baltimore (Bee Brand spices), 63, thru Van Sant, Dugdale & Co., Baltimore.

A-C Spark Plug Co., Flint, Mich., 26, thru D. P. Brother & Co, Inc., Detroit.

Partola Products Co., Chicago (mineral salts), 16, thru Frankel-Rose Co., Chicago.

B. Kuppenheimer & Co. Inc., Chicago (men's clothing), 13, direct.

AGENCY ON AIR
Henri, Hurst & McDonald Gets Audience Reactions

A DEPARTURE in advertising technique was begun June 16 when Henri, Hurst & McDonald Inc., Chicago, set up an "audience laboratory" on WGN, Chicago. The agency is sponsoring this innovation to get an unbiased and first-hand insight into buying reactions of the radio audience and the time usually given to commercial announcements is being devoted to a contest.

Joe DuMond, radio director for Henri, Hurst & McDonald Inc., is at the microphone in the series. The contest includes merchandise prizes ranging from electric refrigerators to meat.

The first program merely mentioned some of the agency's clients and their products. The second asked women to write in telling where they buy furniture polish and why, and offered a can of Furnex, a new furniture polish, for each of the best 100 letters.

Future programs will ask what media influenced certain specific purchases; whether the article was bought because of an advertisement in a magazine or newspaper, on a billboard, or over the air; will ask what type of commercial announcement is preferred, and similar questions whose answers will be of value to the agency and its clients.

A RADIO version of John Drinkwater's famous play *Abraham Lincoln* was recently adapted and performed on the BBC's Birmingham station.

Political Parties Using Radio Extensively During Non-presidential Years

EVEN though a national campaign was not in progress last year, the political parties and their candidates spent substantial sums for network radio time. The Democratic National Committee spent $12,206 for time on the air, largely for regional hookups for speakers in support of Congressional and gubernatorial candidates. The Republican National Committee similarly spent $6,263.

In New York the Republican State Committee bought $5,008 worth of time, and the National Republican Builders, which is affiliated with the Republican Club of New York, spent $5,251 on radio time.

California hookups of the networks were the next biggest source of political revenues for radio, the Constitutional Society of the United States spending $4,638 in the 1934 campaign, the Creel for Governor group spending $4,980, Quinn for Governor $3,520 and Young for Governor $1,981.

Republican National Committee is reported to have wiped out its remaining indebtedness to the radio networks for time during the 1932 presidential campaign, but the Democratic National Committee still owes $152,000—$107,000 to NBC and $45,000 to CBS.

WNRI is the call assigned by the FCC for the new local station in Newport, R. I., authorized for construction by S. George Webb. The station will operate on 1200 kc. with 100 watts night and 250 watts day, unlimited time.

Mutual to Create Its Own Sales Staff

Negotiates with CKLW for Its Outlet in Detroit Region

WITH plans to establish its own sales organization definitely under way, and with CKLW to replace WXYZ as the Detroit outlet, Mutual Broadcasting System is taking steps to entrench itself more firmly in the major market network field. Conversations still are being had, it was reported, in connection with possible extension of the network to include other key cities, notably in New England and the Midwest.

Announcement was made June 18 by W. E. Macfarlane, business manager of the *Chicago Tribune* and MBS president, that negotiations were being conducted and soon would be completed to substitute CKLW for WXYZ when the latter joins the NBC-WJZ network Sept. 29. With its transmitter located in Windsor, Ont., across the river from Detroit, CKLW is a Canadian-licensed station. Authority of the Canadian Radio Commission first must be procured before the MBS arrangement is finally concluded. CKLW is now the CBS outlet in the Detroit area. It operates on 1030 kc. with 5,000 watts. Canadian programs broadcast over CKLW, it was said, will not be affected and many of them will be made available to MBS. George B. Storer is the principal owner of the station.

Sales Staff Planned

AT A MEETING held coincident with the annual convention of the Advertising Federation of America in Chicago last month, members of MBS decided to establish a sales organization to handle the sale of network time exclusive. At present the sales organizations of the affiliated stations also have served the network. Simultaneously, the stations adopted program policies and agreed that MBS would not accept programs advertising laxatives, depilatories, deodorants, or any product or programs which contain copy which may be objectionable to the public. The ruling became effective immediately.

Establishment of a sales force was unanimously voted and the personnel and complete arrangements for the department, it was said, would be announced as soon as perfected. Attending the meeting were A. J. McCosker and Theodore C. Streibert, representing WOR; Mr. Macfarlane and E. M. Antrim, representing WGN; John L. Clark, WLW; H. Allen Campbell, WXYZ, and Fred Weber, coordinator of MBS.

In the program line, MBS announced that the Saturday night concerts by the Philharmonic Symphony Orchestra at Lewisohn Stadium, New York City, will be presented through WOR, to the affiliated stations and to the Yankee network. The broadcasts began June 29 from 8:30 to 10:30 (EDST) and will continue through Aug. 17 at the same hour.

W. T. KNIGHT Jr., president and general manager of WTOC, Savannah, has invited executives of all Georgia stations to meet in Savannah this summer.

THE AMPERITE CORPORATION ANNOUNCES

free trial offer

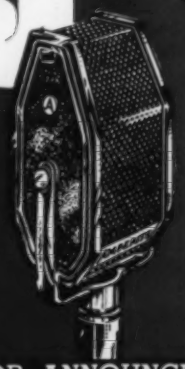
of 7-POINT Velocity MICROPHONES

"a microphone for every purpose"

PERFECT REPRODUCTION *and* GREAT VALUE
combined in these mikes

PROVE THIS FOR YOURSELF AT NO COST OR OBLIGATION

We believe that we have the finest microphones available today, regardless of price! That's why we will send any one of our models to any responsible broadcaster for a TWO WEEKS' FREE TRIAL! No deposit, no obligation, no strings attached. You simply return the microphone if you don't agree that it's the greatest value available today. PERFECT DEFINITION achieved. Instead of just a general effect of music, each instrument is clearly defined. Also, the specially hand-hammered ribbon is unaffected by even a 40 mile gale . . . Learn what these top-notch microphones can do. Don't hesitate. There's no obligation. Write us on your business letterhead . . . NOW!



FOR ANNOUNCING AND REMOTE

7-POINT, Jr.

UNEXCELLED FOR STUDIO USE

MODEL SR-80

"Best we have tested irrespective of price."

"Replaces three of our old microphones in ensemble work."

"After plenty of punishment, still as good as ever."

Easiest way to improve any installation. Perfect fidelity. No background noises. No resonant peaks.

Can be placed up to 2000 feet from amplifier without any appreciable loss.

Completely shielded. Elastic coupling absorbs shocks and vibrations.

Frequency response, 30 to 10,000 CPS. (Max. dif. 1 db.) Output, –64 db. Pickup angle 120° on front side, 120° on back side. (Can be changed to order.) Output impedance 50 to 200 ohm. Other values if requested. Not affected by temperature, pressure, or humidity

THOROUGHLY SHIELDED & GUARANTEED HUMLESS

Another great Amperite value included in FREE TRIAL offer. Frequency range 30-14,000 cycles (1 db.). Hum level, –100 db. Input and output 50-200-500 ohms.

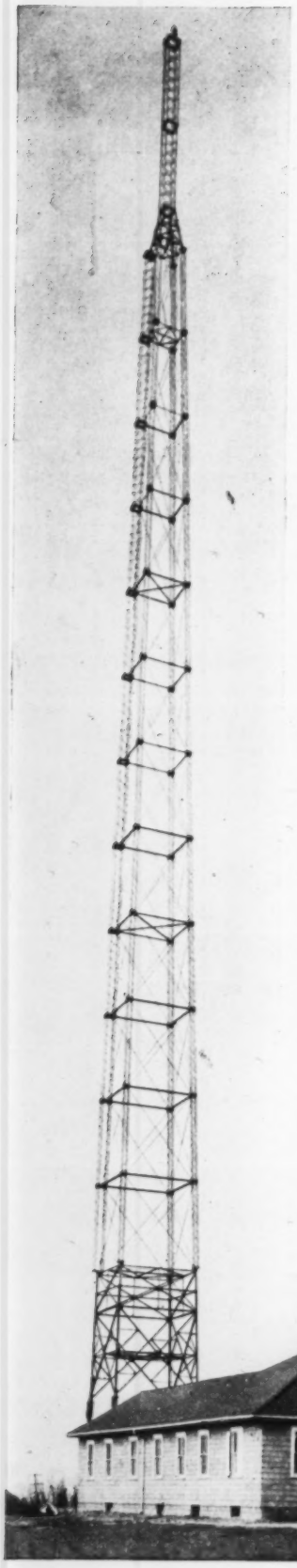
NEW! Illustrated Bulletins 1-2-3. Write for them now.

AMPERITE Corporation 561 BROADWAY NEW YORK

AMPERITE 7-POINT Velocity MICROPHONES

TO BE THE GREATEST VALUE IN MICROPHONES AVAILABLE

(Cable Address: Alkem, New York)



WE'RE A BUNCH OF LIARS!

— — Says ALLEN T. SIMMONS

There's not another group of men in the world that can tell more tall stories than we broadcasters. Our *unofficial* gatherings at these NAB conventions might be labelled a 'national open for liars' except for one thing . . . we never pick a champion. First one station owner or manager brags about his outfit—but he's soon snowed under by an even more vociferous manager waxing eloquent on his station's accomplishments.

Eventually we leave for home, wondering how much of what we heard was true and inwardly resolving to top the last story told, with some more boastful advertising of our own.

I was in show business 20 years before I entered radio . . . and I honestly thought we showmen supreme. But now that I'm in radio I am a little ashamed of the modest methods we old showmen used.

The whole practice is a little foolish, I think. We all *know* radio can stand on its own feet . . . win its own battles . . . on merit. We shouldn't find it necessary to sell ourselves . . . and qualified advertisers *know* the true facts about any market.

For instance: . . . They know that Radio Station WADC is located in Akron, Ohio . . . a market of 400,000 persons . . . and that Canton . . . where WADC also maintains studios, has 275,000 persons more.

THEY KNOW . . . That WADC is a basic station of the CBS . . . That WADC is situated in the world's rubber center, and that rubber companies pay the HIGHEST average wage in America today.

THEY KNOW . . . That WADC has brand new *high fidelity* transmitting equipment . . . a new Truscon vertical radiator, and that WADC operates on 2500 watt daytime and 1000 watt night-time power.

I might tell you that WADC blankets Ohio, Pennsylvania and West Virginia. I might include California. But that's not necessary, nor entirely true. But when I tell you that you can reach listeners in both the Akron and Canton, Ohio markets, at a cost of only $46 for 15 minutes . . . you'll know that's a good buy . . . and when you investigate further, you'll find you can't get solid coverage in the northern Ohio market *without* WADC.

Your advertising message over WADC will pick up a lot of bonus listeners in two more of Ohio's better markets, too, for Cleveland is only 30 miles from the WADC transmitter, and Youngstown, only 42 miles away. These bonus listeners are yours when you use WADC . . . at that same $46 for each 15-minute period used.

I've made no outlandish statements here. Here at WADC we've found that the advertiser who 'gets the facts' about our market soon signs a contract. Those facts are yours for the asking. A wire or letter to WADC will bring them to you, pronto.

Yours, for bigger and better NAB Conventions.

A. T. SIMMONS,
Owner and Manager, Radio Station WADC.

BASIC NETWORK
COLUMBIA
BROADCASTING
SYSTEM

WADC

STUDIOS AKRON
AND CANTON, OHIO

2500 WATTS
DAY
1000 WATTS
NIGHT

The First Radio Announcer Recollects

H. W. Arlin, Pioneer of Them All, Refreshes Memory Of Curious Experiences in Early Days of KDKA

By HENDLEY N. BLACKMAN

THE NAMES of James Wallington, Ted Husing, Milton J. Cross, Graham McNamee and Aloys Havrilla are familiar wherever radios are found, but who remembers, or can name, the "World's Pioneer Radio Announcer"?

Who can turn back the dials of memory and tune in one of the best known voices of his time? Who was that man who was the forerunner of these famous exponents of diction, enunciation, personality and dignity to grace the announcers' Hall of Fame?

Since this is a story, and not a guessing contest, the world's pioneer radio announcer, and he's still a comparatively young man, is H. W. Arlin of Mansfield, O.

In the Beginning

YOU never heard of him! Well, thousands of listeners who donned headphones, offered up a prayer, and then proceeded to crouch with breathless expectancy and mingled hope and fear before a strange contrivance known as a radio receiving set won't have to comb the cobwebs back there in the dim recesses of their memory to recognize the name of H. W. Arlin, "speaking from the Westinghouse Pioneer Radio Station KDKA in Pittsburgh".

Mr. and Mrs. Byron Arlin's first program went on the air at La Harpe, Ill., Dec. 8, 1895. This first program, as the proud father used to say, might not have had quality, but it had a certain irritating characteristic now commonly known as "static". Radios were then unknown, but the neighbors could hear the Arlin program on the air frequently when a pin found its way through a diaper, or Arlin, senior, faltered a moment in a seemingly unending journey back and forth across the nursery in the early hours of the morning.

After completing his studies at Carthage, Mo., to which city the Arlins moved when Harold was only a few years old, the world's pioneer announcer entered the University of Kansas in 1913. Applying himself diligently to his studies, he was graduated in 1917, receiving the degree of Bachelor of Science in electrical engineering. Four years later he was awarded the professional degree in electrical engineering.

Arlin entered the employ of the Westinghouse Electric & Mfg. Co. at East Pittsburgh in 1917. His debut "on the air" was largely a matter of chance. When the regular broadcasting programs were scheduled by Westinghouse, Arlin was working on a phase of the extra-incentive wage system, a far cry from radio announcing. An acquaintance who had been given the task of working out program details met him in the corridor one day and asked him if he would announce some of the numbers on the program. Arlin knew of no reason why he should comply with his friend's request but after a momen's reflection the proposal sounded intriguing so he gave his assent.

Thus H. W. Arlin became the world's pioneer broadcasting announcer. It was soon discovered that his voice had a particularly virile, yet resonant quality that carried exceptionally well to the listeners. In those days KDKA was the only station on the air and transmission was in its early state. The announcer's voice must, of necessity, be sharp enough to clear through the imperfect conditions hinging on the transmission and receiving sets and it was quickly ascertained that this young engineer's voice possessed that quality.

Mike Mutterings

ARLIN soon found he was a radio announcer without any precedent to guide his footsteps. Diction, enunciation, color—all of the attributes of the modern radio announcer, were, fortunately, a part of his early school training, so he was soon in high favor with his audiences. However, his natural ability to keep his head and retain a sphinx-like passiveness in the face of many, many embarrassing positions won him added popularity that was never exceeded while he was on the air. With many makeshift arrangements existing where broadcasts emanated and with the majority of entertainers unfamiliar with microphones, radio technique, etc., a presence of mind was often necessary to save the situation from complete destruction.

WITH LOWELL THOMAS—Here Mr. Arlin talks over the babyhood of radio with a present-day commentator while both listen to some modern announcers.

Embarrassing Moments

WITH the modern announcer, fortified with scripts, stopwatches, assistants, engineers, embarrassing moments are rarely experienced, but when Arlin was announcing they were a common occurrence.

Here are some of his earlier experiences which, he claims, put gray hairs on his head.

The ability of the microphone to pick up sounds not intended for it still leads to many amusing incidents. One evening during the interim of a program the engineering staff were puzzled over some strange grinding, grating noises, persisting with an irritating regularity. A hasty examination made the engineers believe that this annoyance was due to some foreign disturbance on the line between the microphone and the transmitter. Arlin was summoned and the situation explained. He went to the microphone first, intending to work toward the transmitter, until the trouble was located. Imagine his consternation to find the leader of the Little Symphony Orchestra calmly munching cookies in front of the mike!

One of his most humorous experiences happened in the early days of radio when the KDKA transmitting room was located on the roof of a nine-story building in the East Pittsburgh works. The microphone was placed under a bright light so that the singer could read his musical score. The studio, in effect, was a tent. As it was spring, the sides of the tent were rolled up so the broadcast actually was an open air affair.

It was a beautiful spring evening. Moths fluttered about the light, attracted by its brilliance. A young tenor was singing into the microphone with all the throbbing, pulsating rhythms he could command. He sang a full, high note—his mouth was opened widely, better to enunciate the words. Thus standing, with his head thrown back, his very soul in the song, he almost burst his throat preparing for a high, beautiful note. To launch his voice for this particular high note as a finale, he hastily sucked a full breath of air. So great was his power of suction that he drew in a large, white moth. Choking and gasping, that young tenor increased Arlin's vocabulary materially, and the program was hurriedly taken off the air for fear the radio audience would hear the irate, profane, and almost incoherent phrases coming from the artist's soul.

While the Dempsey-Firpo ring battle was being broadcast Mr. Arlin tells of an amusing incident, the like of which occurred more or less frequently in the pioneering days when stations were forced to rely on relayed programs.

When broadcasting "remote" programs a man was stationed at the studio microphone as an emergency measure, to be ready to go on the air immediately should some unforeseen disturbance occur. The battle was on, and the announcer in a tense, vibrant voice, was giving the hundreds of thousands of listeners a word picture of the gripping spectacle. Just as Firpo landed a terrific blow that "lifted Dempsey out of the ring", the line broke. Back at the studio the "dog watch" man saw the emergency light flash, reached over, to grab the nearest piece of copy and began to read it into the microphone.

What the astonished and puzzled listeners heard was the regular announcer's voice saying: "Oh, boy! Firpo just landed a terrific blow on Dempsey that has knocked the champ out of the ring —", and the voice droned on without a noticeable break: "With hogs up two cents a pound. Two carloads of young veal coming in this morning". The man at the studio mike had picked up the market report and was "carrying on"!

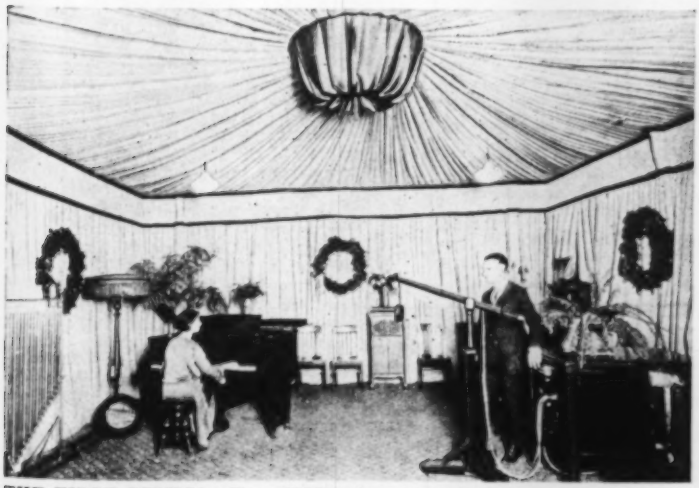
Presented Celebrities

ARLIN introduced such famous personages as Marshal Foch, David Lloyd George, Theodore Roosevelt Jr., Will Rogers, Lillian Gish, Fritz Kreisler, Babe Ruth, Roger Ward Babson, Governor Pinchot, and hundreds of others. He probably leads all announcers, both past and present, in the number of nationally and internationally known celebrities introduced on the air.

It is interesting to note that he is also an incorporator and the first vice president of the Radio Announcers Association, of which S. L. (Roxy) Rothafel was the first president.

As proof of his early popularity and ability as a radio announcer, Arlin won the *Radio Age* award in October, 1924, with such well known entertainers as the Duncan Sisters, Bill Hay, Harry Snodgrass of WOS, and Wendall Hall of WDAF, competing for honors. He also received Honorary Men-

(*Continued on page 34*)



THE FIRST STUDIO—Here KDKA broadcast from what then was the last word in studio construction. Note "mike" mounting and phonograph.

Prall Praises NBC Program Cleanup

Calls Continuity Check a Step In the Right Direction

THE EFFORT of the NBC to clean up offensive radio advertising programs, particularly through the establishment of its Continuity Acceptance Department under Janet MacRorie, has elicited a letter from Anning S. Prall, FCC chairman, expressing his belief that "this work is in the right direction." Chairman Prall is leading the current campaign to eliminate objectionable matter from radio programs.

"Radio broadcasting to me is an ultra-modern combination of journalism, the theater, the public rostrum and the schoolhouse," Commissioner Prall wrote June 12 to Edgar Kobak, NBC sales vice president. "I have heard commercial medical programs and children's programs which did not accord with good taste. In the former case there appeared to be commercial announcements, which were not only repugnant but absolutely false, deceptive and fraudulent.

Freedom of Action

"I HAVE been advised of and have noted with interest the policies you have effected in the handling of broadcast advertising by your company. This work is in the right direction and I hope you will continue to give the Continuity Acceptance Department the authority and freedom of action it must have if it continues to operate in the interest of good advertising. You have my best wishes in your efforts and the results you are securing."

Mr. Kobak's reply on June 17 stated:

"Your comments on our activities inspire us and you may be sure that as time goes on we will do a better job. We are not so anxious to brag about our activities as to work quietly and make broadcast advertising so clean and so good that the world at large will talk about it without being prompted."

Chairman Prall also has had the assurance of Frank M. Russell, NBC Washington vice president, that his radio cleanup efforts are being heeded by his company. "You are doing a positive and helpful job in radio," Mr. Russell wrote him June 19, "and my company will stand ready to make its contribution to your program."

Snyder Awarded $25,000

ARTHUR SYNDER, West Coast CBS manager, Los Angeles, on June 11 was awarded $25,000 in superior court from the Tanner Motor Livery Ltd., which he had sued for $175,000 for injuries received in an automobile accident. He alleged the injuries prevented him from singing, laughing or whistling. The accident occurred March 22.

LARRY FISKE, Chicago CBS remote supervisor, has rolled up more than 25,000 miles on his speedometer during the past season in driving (Ford V-8) to Detroit and back each week for the Ford Sunday evening broadcasts.

CONTINUITY FACES THE TEST

NBC Evaluator of Commercial Scripts Explains How Courage and Common Sense Are Applied

By JANET MacRORIE
Continuity Acceptance Department
NBC, New York

IF YOU are going to do something about radio and radio broadcasting—and nearly everyone seems to be on the move in that direction these days — the equipment that will help you most, perhaps, are those three weapons that have won more battles than did ever cannon or bayonet, namely: Courage, common sense and a cool head. If you possess them you are lucky; if not, it would be well to cultivate them.

Room for improvement is nearly always available in any enterprise. It is available in radio. Unlike refurnishing a house to increase its useability and appearance, the entire contents of the radio program schedule cannot be scrapped at a moment's notice and new stuff brought in. There is little time for the transition in the first place for broadcasting goes on as usual —work-days, Sundays and holidays, fair weather and foul.

In the second place, in such a drastic move, many worthy pieces may be thrown out only to have their value discovered when they have been wholly destroyed and it is too late to retrieve them. So in any general clean-up of radio, a cool appraisal should be made before we make too many trips to the bonfire.

The Housecleaning

IN DECEMBER, 1933, NBC launched upon a general housecleaning campaign. We started out with a scrubbing brush, a bucket of clean water and plenty of good strong soap. We left white-wash and paint out of it. The scouring job is still going strong. It will continue in its efforts to remove the stains of inaccuracy, the mud of poor taste and the grime of the unethical, as long as this company shall stand.

We found that a good time to begin keeping our house in order was before contracts with the advertisers were entered upon. We set about investigating the worth of the product, the integrity of advertising claims; then, with these established, consideration is given as to whether the product may be completely described over the air in terms suitable to the taste of the majority of our listeners. Whenever possible, a series of proposed commercial announcements and the scripts is reviewed rather than one or two.

NBC is accepting for broadcast over its facilities only such products as can be publicized adequately and in good taste by the spoken word. When, because of the nature of a product, free description of its properties is not compatible with the company's program policies (which were designed to give the public the finest programs possible) the business is declined.

In taking this stand, NBC believes that it is giving a square deal to its listening audience and to its clients. Anything that may offend any portion of the listening audience is poor broadcasting and particularly poor advertising from our point of view.

MISS MacRORIE

When advertising of whatever classification must be so limited in its expression to conform with the common standards of good taste that its effectiveness is impaired, it is felt that the advertiser will not receive full value from his advertising investment and he is advised against the use of NBC facilities.

"Verboten" signs and lists of "don'ts" have never been very inviting fare to freedom-loving American palates. NBC has, for the most part, avoided their use. Each script and commercial credit submitted for broadcast is judged on its individual merit.

The Continuity Acceptance Department of this company, whose function it is to check continuity from a policy standpoint, operates from New York, Chicago and San Francisco, where an editorial staff is maintained for this work exclusively, and policies governing the acceptability of continuity at these points are followed by the managers of all NBC-owned and operated stations.

In doing something about radio and radio broadcasting, it is well to remember that what may pass muster from the viewpoint of good taste in some parts of the country—New York or Chicago for instance — may fall short of the standards as held below the Mason-Dixon line; the gag that is innocuous on Broadway may be red hot stuff in the cow country. In judging matters that involve good taste, not even the acceptance by the majority is enough. Radio must strive ever toward broadcasting only such material as will give no offense even to a small minority.

Common Sense

SIMPLE tests are sometimes the most effective. For instance, the appropriateness of material designed for broadcast may be judged accurately often by the the simple expedient of asking yourself, "How would this be received by a group composed of an elderly lady, a young girl and her sweetheart, a clergyman and the girl's mother all shut up in a living room together?" If the material lacks a wholesomeness that would make it offend or embarass all or any of them, then it won't do for the radio audience.

In keeping common sense and good taste to the foreground, it is not necessary to sacrifice the modern trend of thought or the modern way of thinking. Entertainment, instruction and information, whether they are in commercial credit or in the program itself, can be altogether in step with the tempo of the 20th century and still be entirely wholesome and in the best possible taste.

Frank discussion of all subjects has grown steadily throughout the world during the past decade. Shorn of brutal phraseology, many subjects taboo as topics of conversation during the Victorian period can be suitably discussed in such a fashion as to give offense to no one, even the most puritannical minded. People of today more than ever before perhaps want the truth; want to get at the root of things. In any restriction of radio broadcasting, this fact must be kept in mind. It is sham, the neurotic and the unwholesome that must be weeded out.

Let radio and radio broadcasting be clean, honest and effective. In striving to make it so, don't let us become old-fogy-ish and uninteresting. Apply the scrubbing brush and use it well. Get rid of the grime and the dirt and underneath you will find there remains the most unique and remarkable source of entertainment and information that civilization has thus far encountered — Radio!

Wired Radio Experiment By North American Co. Suspended for Analysis

AFTER three months of testing, with 700 receiving sets installed in Cleveland residences, the North American Co.'s experiments with "wired radio" have been suspended and results of the tests are now being studied. Whether the service will be resumed later has not been announced.

Wired Radio Inc., New York, subsidiary of the big public utility holding company, since March 15 has been using Cleveland's North American power subsidiary as the laboratory for the service, which consists of sending various entertainment and educational programs along power lines into the homes.

The proposed service contemplates the rental to subscribers of receivers capable of picking up not only the three or four choices of "wired" programs but also "space" radio programs. Rental charges for the receivers would be added to monthly power bills.

During the tests an effort was made to secure a representative reaction from the homes by rotating the receivers among new homes every three weeks. It was found that average use of the sets ran four hours a day and that, as in the case of ordinary broadcasting, dance music, news commentators and sports were the most popular offerings, in the order named.

NESTLES MILK PRODUCTS Inc., is using five-minute transcriptions thrice weekly on 10 Pacific Coast stations to promote its Alpine milk, with Lord & Thomas, San Francisco placing the account.

WIOD

Gateway Station of the Caribbean Empire

New MARKETS . . . new OUTLETS . . . new IMPORTS . . . new TRADE CONTACTS . . . new centers of POPULATION and WEALTH . . . new VACATION LANDS . . . SEVENTEEN COUNTRIES of the "Lindbergh Circle", with eyes and EARS eager for your message . . . such is the new EMPIRE OF THE CARIBBEAN brought to your doorstep in comparatively recent months by two efficient agencies of the AIR, the FLYING CLIPPER SHIPS and

STATION WIOD

"Voice of the Tropics"

MIAMI, FLORIDA

In the new and modern facilities of National Broadcasting Company's southernmost outpost, advertisers are finding an open gateway to verdant trade pastures of the Caribbean countries. Station WIOD serves this increasingly important MARKET seven days a week with SPANISH, as well as English broadcasts, assuring a redoubled listener clientele outside the United States, in addition to its coverage of South Florida, richest winter resort market of the world.

YOU'RE INVITED to inspect WIOD's new studios in the News Tower, Miami, Fla., and see for yourself why they have been called . . . "Radio City of the South". IN ADDITION to the standard broadcast facilities of WIOD, its short wave relay station W4XB, transmitting day and night on 6040 kc., has come to be known as the "GOOD WILL STATION OF THE AMERICAS".

ISLE OF DREAMS BROADCASTING CORP.

Operating Station WIOD and Short Wave Relay Station W4XB

DAN J. MAHONEY, *President*, JESSE H. JAY, *Vice Pres. and Gen. Mgr.*

National Representative . . . WILBUR BABCOCK, 1526 New York Daily News Bldg., N. Y. C.

Congress Gets Bill For Federal Radio

Measure in the House Permits 20% Commercial Programs

THROWN into the legislative hopper of Congress with the idea of causing a stir in radio ranks, and probably to help certain pending applications for station facilities, is a bill (H. R. 8475) proposing a government system of broadcasting. The measure seeks creation of a Federal Radio Commission, which would operate the system, sell a certain amount of time to defray expenses, and wipe out all existing radio licenses by Dec. 31, 1935.

The measure was introduced by Rep. Monaghan (D.) of Butte, Mont., a 28-year-old member serving his second term. He told BROADCASTING that the American Federation of Labor was "interested" in the measure. Michael Flynn, of the American Wage Earners League, who handles Congressional contacts for that organization, also is understood to be identified with the measure's introduction. He has worked with the Society of St. Paul the Apostle, operating WLWL, New York, which now is seeking full-time operation through a wholesale shift in stations. Lobbying activities in support of the application have been in progress for several years.

Advertising Limited

THE BILL referred to the Interstate and Foreign Commerce Committee, provides for a nine-man commission and a corps of assistants similar to those on the FCC. The Commission would have "exclusive control and shall exclusively operate such radio broadcasting stations in such localities and communities, as in their judgment will best serve the interests of all the people." Once again, the country would be divided into radio zones with each zone under the supervision of either one or more commissioners solely for the expedition and better functioning of the powers vested in the proposed agency.

Programs provided by the Commission would be designed to "best promote the educational, cultural, civic and economic interests of all of our people irrespective of locality." On advertising, the bill says:

Expenses from Advertising

"THE COMMISSION is authorized to permit such commercial advertising on such stations as, in their judgment, is wholesome and beneficial: Provided, that such advertising or sponsored programs shall not exceed in total time more than two hours of each day of operation nor more than one hour after sundown or a total of not more than 20% of the operating time of such stations. Such advertising as is permitted shall be so restricted that not more than 10% of the entire program shall be devoted to sales or promotional talks or statements.

"The Commission shall apply the proceeds of such advertising to the general expenses of the maintenance of the Commission and its expenditures and it shall furnish such facilities to such advertisers as, in their judgment, will best serve the interests of all of our people."

The Commission would be authorized to buy equipment of licensed stations at a price of not more than 50% of the original cost and with the assurance that it is substantially less than the price which the Commission would find necessary to pay for new equipment.

Roy Frothingham Opens Agency in San Francisco

Mr. Frothingham

ROY FROTHINGHAM, for the last eight years NBC western division sales promotion manager, resigned June 20, to go into business for himself and has opened offices in the Claus Spreckels building, San Francisco, specializing in radio advertising and sales promotion. He will be retained by NBC to handle sales promotion and research work in the Western states in cooperation with Don E. Gilman, vice president, and Harry Anderson, sales manager.

Frothingham was advertising representative for the *Ladies Home Journal* in New York state and handled special sales promotion for other Curtis publications in Philadelphia before coming to San Francisco 10 years ago. For several years he directed the sales promotion for Everready and Prestolite divisions of Union Carbide and Carbon Corp. Continuously, since his graduation from Dartmouth in 1915, he has been active in sales and advertising. His work in behalf of the San Francisco Advertising Club was recognized by that organization when he served as president in 1932-33. He is past-president of the Dartmouth Alumni Association of northern California.

Grabhorn to Blair

Mr. Grabhorn

MURRAY GRABHORN, commercial manager of KFRC, San Francisco, has been appointed co-manager of the New York office of John Blair & Company, station representatives, President John Blair announced June 21. He assumes his new duties immediately after attending the NAB convention in Colorado Springs. Originally a New Yorker, Grabhorn formerly served with the *New York American* and in 1925 went West to join the *Los Angeles Herald*. He was with Guy Earl's *Los Angeles Express* until it merged with the *Herald* in 1930 when he joined KHJ, where he became sales manager. At New York headquarters of Blair, he will work in collaboration with Curtis Willson. Grabhorn has been succeeded at KFRC by Owen Dresden, formerly manager of KMTR, Hollywood.

LATEST KENTUCKY COLONEL —Here we have Col. R. E. (Bob) Howard, of the Radio Department of Campbell-Ewald Co. Inc., Detroit, the newest member of the etherial brigade of Kentucky Colonels. Col. Howard received his commission June 18 from Gov. Ruby Laffoon, who made the appointment upon recommendation of L. B. Wilson, of WCKY, who has acquired the unofficial title of "superintendent of colonels" in radio.

And Some More KK's

IN ADDITION to Col. Howard, others named aides de camp to Governor Laffoon at the same time were Philip G. Loucks, NAB managing director; Edward Petry, of Edward Petry & Co., station representatives, and Guy Lemmon, of Benton and Bowles.

Actors Form Sales Unit Promoting WBNX Series

A SALES unit to place programs with local merchants is being conducted by the *Stage-Crafters*, a group of 700 jobless actors who broadcast over WBNX, New York. The station is aiding the actors in finding new sources of income by donating six half-hour periods weekly.

To sound out the possibility of network engagements, the *Stage-Crafters* are planning a big variety show to follow the style of old-time vaudeville bills. This show will take the air via WBNX early in the autumn. Meanwhile the WBNX periods will be extended as the group's commercial possibilities increase, with the actors sharing the revenues.

Oil Firms Use Discs

DEEP ROCK OIL Co., Chicago, has taken the *Honor the Law* transcription series, produced in Hollywood by the National Radio Adv. Agency, to place under its sponsorship on KMOX, St. Louis, and WTMJ, Milwaukee. Republic Oil Co., Pittsburgh, has also taken the same series for use on WFBG, Altoona; WJAC, Johnstown; WHJB, Greensburg; WBRE, Wilkes-Barre, all in Pennsylvania; WHBC, Canton, O., and stations to be selected in Virginia and West Virginia.

Bill in House Seeks Bar on Liquor Ads

Paraphrase of Lincoln Speech Protested by Rep. Culkin

PURSUING his attack on liquor advertising on the air and other media Rep. Culkin (R.) of New York, an ardent dry, on June 18 introduced in the House a bill to prohibit the advertising of liquor in interstate commerce and followed with a verbal onslaught. The bill is a companion of one first introduced in the Senate a year ago by Senator Capper (R.) of Kansas and reintroduced this session.

On June 6 Rep. Culkin had protested in a letter to Chairman Prall of the FCC against a broadcast by Ben Bernie in his Pabst program the preceding Tuesday, in which Bernie had paraphrased Lincoln's Gettysburg address. He inserted in the record a reply from Mr. Prall in which he said said that while the FCC may not take action directly or indirectly to censor programs it has the power to "take into consideration the past activities of stations when acting upon their applications for renewal of license."

Before Law Department

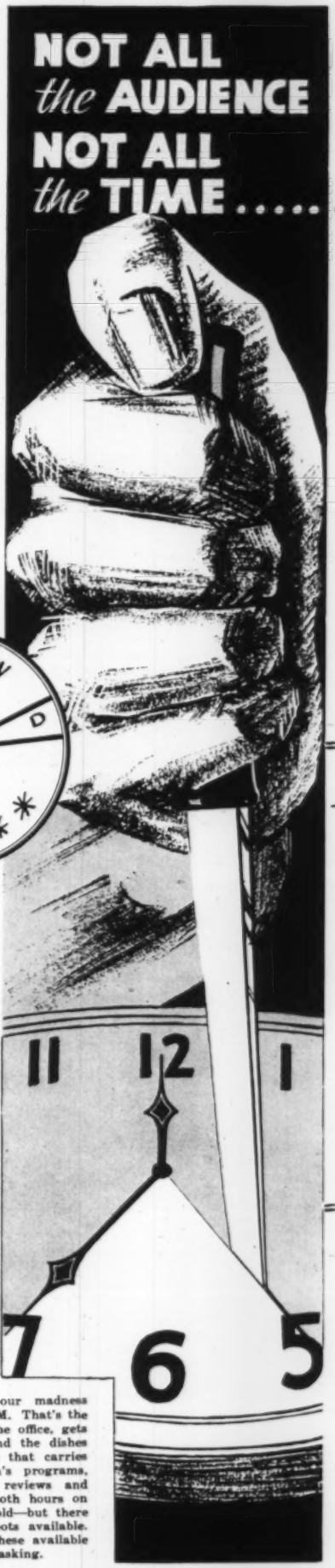
"THE MATTER is being given appropriate attention by the Law Department of the Commission," Mr. Prall wrote. "In order to aid in this work, the Commission will appreciate your advice as to the station or stations which, to your knowledge, have carried the program in question."

Rep. Culkin described the broadcast as "a shameless desecration". He said there comes over the radio "nightly a glorification of booze. This goes into the homes of our people, where children and youths are indoctrinated with the fictitious merits of 'John Barleycorn'." Commenting on the Prall reply, he said he was confident that under his administration "every effort will be made to make the radio a constructive, educational force, which will preserve and protect our best traditions. A continuation of the present type of advertising will lead the nation into economic and moral confusion."

Favors Dallas Outlet

A NEW 100-watt station in Dallas, to operate on 1500 kc. during daytime hours and from 8 p. m. to 12 midnight, was recommended to the FCC June 21 by Examiner Walker. Applicants are Eugene DeBogory and Mildred English, organized as the Dallas Broadcasting Co. Examiner Walker also favored granting Mr. DeBogory a new 100-watt station on 1500 kc. in Tyler, Tex., but recommended against the application of the Centennial Broadcasting Corp. for a new 100-watt station on 1200 kc. in Dallas on the ground that its proposed full-time operation would cause interference and exceed quota.

FOURTEEN of the 17 participating sponsors in the *Alfred W. McCann Pure Food Hour* on WOR, Newark, will renew when the program comes back for a 40-week schedule Sept. 9 after a summer lapse.



...but a great big chunk between 5 and 7 P.M.

Says Ross Federal Research Corporation

From five o'clock until after dinner, seven out of ten listeners to Buffalo's four radio stations are tuned to WGR and WKBW. We beam with pride that there's only a slight difference between the listening audiences of both these pioneer stations. Need we draw diagrams to prove that this makes WGR and WKBW the outstanding buys in the Buffalo market between five and seven o'clock in the evening? (Or any old time for that matter.) Here's something else we want to underline. This survey was made at the time when all four Buffalo stations carry the same types of five, ten and fifteen minute programs. We didn't go out and ring in the Army and the Navy and the national debt to arrive at our averages! We also point with pride to the fact that the Ross Federal Research Corporation called nearly 2% of Buffalo's radio homes during the period under survey from June 10th to 14th inclusive. To be brutally frank, they made almost 50% more calls per fifteen minute period than any other research organization ever made for any other Buffalo station.

Without further preamble, we rest our case with these figures:

WKBW, 25.98%; WGR, 24.12%; Station C, 18.30%; Station D, 2.91%.

* Out of town stations, 5.20%.

** The "Just-Listenin'" don't know, 21.41%.

That's what the Ross Federal Research Corporation found out about the listening habits of Buffalonians between 5 and 7 o'clock in the evening during the week of June 10th to 14th inclusive.

TABLE

ANALYSIS OF COMPLETED CALLS		
Total number of completed calls	2339	100%
Refused information	79	3.38%
Do not own radio	47	2.01%
Own radio	2213	94.61%
Radio sets off	1732	78.26%
Radio sets on	481	21.74%
STATION POPULARITY FIGURES		
WKBW	125	25.98%
WGR	116	24.12%
Station C	88	18.30%
Station D	14	2.91%
All other stations	25	5.20%

There was method in our madness when we chose 5 to 7 P. M. That's the time when papa leaves the office, gets home, dinner is eaten and the dishes washed. That's the time that carries a full quota of children's programs, special features, sports reviews and dinner music. Most of both hours on WGR-WKBW has been sold—but there are still a few choice spots available. A complete schedule of these available periods is yours for the asking.

550 WGR "THE ENDS OF THE DIAL" 1250 WKBW

BBC

OWNED AND OPERATED BY BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, N. Y.

REPRESENTED BY

FREE & SLEININGER, Inc.

New York, Detroit, Chicago

Denver, Los Angeles, San Francisco, Seattle

FCC ACTION CLEARS WAY FOR NEW CABLE

DROPPING its hearing scheduled for June 17, when the A. T. & T. Co. agreed with Postal Telegraph and Western Union to operate its new coaxial cable initially on an experimental basis rather than for additional telegraph or teletypewriter services, the FCC paved the way for laying the wide-frequency band cable between New York and Philadelphia. The new cable, capable of transmitting 1,000,000 cycles, is expected to be utilized for chain television, although it is also possible to transmit 200 or more telephone conversations over a single circuit as contrasted with four over open wires.

The coaxial is a product of the Bell Laboratories and the telephone company asserts its use will make the United States the pioneer in the cable transmission of television, making it possible to link visual broadcasting stations exactly as the sound stations are now linked into networks. It is estimated the New York to Philadelphia circuit, which may be used to connect Radio City with the first visual transmitter soon to be erected by RCA as an experiment in bringing television out into the open, will cost $580,000 to put into operation.

A Pioneer Recollects

(*Continued from page 29*)

tion Award from *Radio Digest* in 1923 and 1924 "by virtue of his excellence as a radio announcer". The *London Times* spoke editorially of Arlin's voice as the "best known American voice in Great Britain" at that time.

Arlin's voice was heard in the six continents of the world, truly an achievement when transmission troubles often threatened to limit the broadcasting to an area of a few miles, if the program went on the air at all.

The world's pioneer announcer formally ended his broadcasting career in December, 1925, after five years of service. He was advanced to the position of personnel manager of the Mansfield Works of Westinghouse as a tribute to his ability. He is now works engineer of the same organization.

Arlin had one appearance recently on a national network when he was the guest of Lowell Thomas, ace news commentator and world traveler. Thomas, broadcasting from the Westinghouse *Home of Tomorrow* in Mansfield, called Arlin out of retirement and had him tell his radio audience some of the early experiences under which the pioneer announcer labored. As a result of this broadcast over NBC, Arlin received hundreds of letters from his early admirers who first heard him with headphones.

So while the modern radio parades across the dial and the announcers switch programs nonchalantly back and across the continent the world's pioneer announcer plays his role as a listener, marveling at the progress made since the early trying days yet proud of the industry and of the part he was privileged to play in its inception.

Analysis of Quota Distribution

Under FCC Quota Regulations as Revised Oct. 10, 1934

(Corrected to June 4, 1935)

State	* Population	Quota Units Due	Quota Units Assigned	Units Over or Under	Per Cent Over or Under	Quota Units Due	Quota Units Assigned	Units Over or Under	Per Cent Over or Under
	First Zone—Night					**First Zone—Day**			
Connecticut	1,606,903	2.13	1.90	— 0.23	—11	3.85	3.34	— 0.51	—13
Delaware	238,380	0.32	0.20	— 0.12	—38	0.57	0.33	— 0.24	—42
District of Columbia	486,869	0.64	0.60	— 0.04	— 6	1.16	0.90	— 0.26	—22
Maine	797,423	1.06	0.99	— 0.07	— 7	1.91	1.42	— 0.49	—26
Maryland	1,631,526	2.16	1.95	— 0.21	—10	3.91	4.10	+ 0.19	+ 5
Massachusetts	4,249,614	5.63	5.16	— 0.47	— 8	10.17	6.75	— 3.42	—34
New Hampshire	465,293	0.62	0.43	— 0.19	—31	1.11	0.80	— 0.31	—28
New Jersey	4,041,334	5.36	4.105	— 1.255	—23	9.67	5.055	— 4.615	—48
New York	12,588,066	16.69	18.13	+ 1.44	+ 9	30.14	20.44	— 9.70	—32
Rhode Island	687,497	0.91	0.90	— 0.01	— 0	1.65	1.00	— 0.65	—39
Vermont	359,611	0.48	0.06	— 0.42	—88	0.86	0.86	— 0.00	— 0
Total		36.00	34.425	— 1.575	— 4	65.00	44.995	—20.005	—31
	Second Zone—Night					**Second Zone—Day**			
Kentucky	2,614,589	3.38	3.95	+ 0.57	+17	6.10	4.25	— 1.85	—30
Michigan	4,842,325	6.25	5.05	— 1.20	—19	11.28	6.31	— 4.97	—44
Ohio	6,646,697	8.58	9.88	+ 1.30	+15	15.50	12.06	— 3.44	—22
Pennsylvania	9,631,350	12.43	12.37	— 0.06	— 0	22.45	14.50	— 7.95	—35
Virginia	2,421,851	3.13	4.75	+ 1.62	+52	5.64	6.34	+ 0.70	+12
West Virginia	1,729,205	2.23	2.09	— 0.14	— 6	4.03	4.15	+ 0.12	+ 3
Total		36.00	38.09	+ 2.09	+ 6	65.00	47.61	—17.39	—27
	Third Zone—Night					**Third Zone—Day**			
Alabama	2,646,248	3.32	2.735	— 0.585	—18	5.99	4.685	— 1.305	—22
Arkansas	1,854,482	2.32	2.67	+ 0.35	+15	4.19	4.75	+ 0.56	+13
Florida	1,468,211	1.84	3.65	+ 1.81	+98	3.32	5.20	+ 1.88	+57
Georgia	2,908,506	3.64	4.26	+ 0.62	+17	6.58	5.20	— 1.38	—21
Louisiana	2,101,593	2.63	5.40	+ 2.77	+105	4.75	5.60	+ 0.85	+18
Mississippi	2,009,821	2.52	1.26	— 1.26	—50	4.55	2.35	— 2.20	—48
North Carolina	3,170,276	3.97	4.19	+ 0.22	+ 6	7.17	4.85	— 2.32	—32
Oklahoma	2,396,040	3.00	3.36	+ 0.36	+12	5.42	5.10	— 0.32	— 6
South Carolina	1,738,765	2.18	1.30	— 0.88	—40	3.93	2.70	— 1.23	—31
Tennessee	2,616,556	3.28	6.05	+ 2.77	+84	5.92	7.65	+ 1.73	+29
Texas	5,824,715	7.30	11.24	+ 3.94	+54	13.18	13.96	+ 0.78	+ 6
Total		36.00	46.115	+10.115	+28	65.00	62.045	— 2.955	— 5
	Fourth Zone—Night					**Fourth Zone—Day**			
Illinois	7,630,654	10.14	11.14	+ 1.00	+10	18.30	15.62	— 2.68	—15
Indiana	3,238,503	4.30	3.64	— 0.66	—15	7.77	5.59	— 2.18	—28
Iowa	2,470,939	3.28	5.27	+ 1.99	+61	5.93	8.06	+ 2.13	+36
Kansas	1,880,999	2.50	2.49	— 0.01	— 0	4.51	4.11	— 0.40	— 9
Minnesota	2,563,953	3.41	4.18	+ 0.77	+23	6.15	5.77	— 0.38	— 6
Missouri	3,629,367	4.82	5.24	+ 0.42	+ 9	8.70	9.64	+ 0.94	+11
Nebraska	1,377,963	1.83	2.21	+ 0.38	+21	3.30	6.02	+ 2.72	+82
North Dakota	680,845	0.90	1.40	+ 0.50	+56	1.63	2.20	+ 0.57	+35
South Dakota	692,849	0.92	0.86	— 0.06	— 7	1.66	2.13	+ 0.47	+28
Wisconsin	2,939,006	3.90	3.00	— 0.90	—23	7.05	5.98	— 1.07	—15
Total		36.00	39.43	+ 3.43	+10	65.00	65.12	+ 0.12	+ 0
	Fifth Zone—Night					**Fifth Zone—Day**			
Arizona	435,573	1.32	1.37	+ 0.05	+ 4	2.38	1.79	— 0.59	—25
California	5,677,251	17.18	18.82	+ 1.64	+10	31.02	22.52	— 8.50	—27
Colorado	1,035,791	3.13	4.61	+ 1.48	+47	5.66	5.15	— 0.51	— 9
Idaho	445,032	1.35	1.50	+ 0.15	+11	2.43	2.05	— 0.38	—16
Montana	537,606	1.63	2.15	+ 0.52	+32	2.94	2.95	+ 0.01	+ 0
Nevada	91,058	0.27	0.30	+ 0.03	+11	0.49	0.30	— 0.19	—39
New Mexico	423,317	1.28	1.13	— 0.15	—12	2.31	2.95	+ 0.64	+28
Oregon	953,786	2.89	4.14	+ 1.25	+43	5.21	6.19	+ 0.98	+19
Utah	507,847	1.54	3.30	+ 1.76	+114	2.78	3.30	+ 0.52	+19
Washington	1,563,396	4.73	7.53	+ 2.80	+59	8.54	8.94	+ 0.40	+ 5
Wyoming	225,565	0.68	0.40	— 0.28	—41	1.24	0.40	— 0.84	—68
Total		36.00	45.25	+ 9.25	+26	65.00	56.54	— 8.46	—13

* *1930 Official U. S. Census.*

8 to 1 Choice in California

DON LEE NETWORK

Because of . . .

- Station Popularity
- Largest Audiences
- Complete Coverage
- 8 Station Preference

Don Lee Broadcasting System is first choice among National Advertisers in covering this rich market area for both Spot Broadcasts and Chain Programs at lowest possible cost per 1000 Radio listeners.

8 Major California Markets Comprising . . .

94% of the Population
91% of all Radio Homes
91% of all Retail Sales
of the entire state.

8 Popular Don Lee Stations . . .

- One in each of the 8 Major California Markets.
- Each has a tremendous advantage in Audience Preference as a full-time Columbia Network Releasing Station.

You can only adequately cover this area thru the—

DON LEE BROADCASTING SYSTEM

Los Angeles Office, 7th & Bixel Streets . San Francisco Office, 1000 Van Ness Avenue

Affiliated with Columbia Broadcasting System

Representatives RADIO SALES, Inc., 485 Madison Ave., New York; Wrigley Bldg., Chicago; Fisher Bldg., Detroit

Spooks That Sell Gasoline in California

By CLYDE SCOTT
Director of Radio, Dan B. Miner Co., Los Angeles

Wilshire Oil Co. Builds Up Both Dealer Organization and Customers Through Program and Sales Tieups

WHEN we went on the air late last fall for our client, Wilshire Oil Co. Inc., of Los Angeles, we were faced with the problem that it might be necessary for KHJ to change our time because of the return of sundry chain programs for the winter, and the change in daylight savings time in the East.

After discussion with W. D. Smith, manager of operations for the client, we decided to develop a "ready-made" audience—one that would follow the program no matter what changes in time might be made.

Instead of experimenting with a new program, we secured from the writer the broadcast rights to *The Witch's Tales* in Southern California. We knew that this program had a background of over three years of successful broadcast in the East, and a test program by the transcription route over a small Southern California station last year proved it would build up a following on the West Coast as well.

AUDIENCE BUILDER—A 24-sheet outdoor display used by Wilshire Oil Co. of Los Angeles when it started its radio campaign, with the idea of developing an audience that would stay with the program, titled "The Witch's Tales". The posters were part of the promotional drive.

"Teaser" Promotion

PRELIMINARY to launching *The Witch's Tales* we placed a series of two-column "teaser" advertisements in the daily press adjoining the various radio columns. Two weeks before the first broadcast, Los Angeles citizens awoke one morning to find the finger of a witch pointing at them from 24-sheet posters spotted throughout the city and issuing the challenge "Can You Take It?" Two thousand display cards in service stations all over Southern California carried the same message. Teaser announcements two weeks before the actual broadcast were carried on KHJ to focus attention on the opening of the series.

SPOTLIGHT TEASERS — Here is one of the newspaper ads used by Wilshire Oil Co. in building up a following for The Witch's Tales, a program that has proved successful for the sponsor and has kept gasoline pouring out of the pumps of independent dealers.

These supplementary aids, as well as the broadcasts, have not laid any particular stress on the sponsor's name. The brand name of Economy gasoline gets the breaks in all printed or spoken copy. Unlike most coast gasoline organizations, the Wilshire Oil Co. refines and distributes but one grade of gasoline instead of two or three. Thus there was no need to expound the talking points or prices of three grades and lines. One sales message covered the field for Economy.

It might be of interest to know that in the first 30 days more money was spent for advance publicity for the broadcast than for the program itself.

A more or less spontaneous development of the program has been the formation of "Witch's Tales Clubs" by listeners. It was suggested on an early program that such clubs be formed by groups of listeners getting together on Monday nights at 9:30 o'clock (PST) to hear the program. The sponsors are producing bridge score pads with good luck charms and omens scattered throughout the book. These go to fans who write to the station for a supply.

Merchandising Tieup

OTHER live merchandise angles have included the mimeographing of a few pages of suggestions for a Halloween party and telling fans how to entertain. To make the plan particularly timely, advance notices of the free leaflet were given two weeks before Halloween.

Written by Alonzo Deen Cole of New York, *The Witch's Tales* have had a successful record of more than three years over WOR, New York. Scripts were purchased from the author and are produced by Ken Niles, of the KHJ staff, for our client.

Since fans are not especially receptive to wordy commercials at the close of a spooky program, the principal Economy commercial is given at the opening. A brief closing commercial at the close of the half hour is finished with a three-minute "trailer" of the next week's program.

As the program develops it is probable that a good many merchandising angles will be used as logical developments such as a talisman, good luck charms and other items.

Dealer Organization

RADIO has played an important part in the building up of a dealer organization for the sponsor. While the client is the largest independent refiner in California, in the past most of its distribution has been devoted to bulk sales. In 1930, when the first radio broadcast was sponsored by the company, only a fifth of the total gallonage was sold under the brand name.

At that time 800 independent gasoline dealers in Southern California sold Economy. Today there is no bulk gallonage. All gasoline sold by the Wilshire Oil Co. Inc. is sold under the brand name of Economy. More than 2,500 independent dealers in Southern California now carry the Economy pumps. As a matter of fact, more independent dealers sell Economy in this territory than any other single brand.

The original broadcasts for Wilshire were directed at dealers. The programs sold the public on the idea of buying from independents through extra service such dealers could render. At the outset two half-hour programs were put on the air each week. One was directed at dealer service and the other to the product itself.

More than a year ago an hour variety show called the *Laff Clinic* was sponsored by Economy. This was designed to bring customers into the independent dealers' stations to buy gasoline and secure tickets to see the broadcast.

Demand for Tickets

A COUPON was given with each five gallons purchased, and four such coupons entitled the holder to one ticket of admission. Each single performance of the *Laff Clinic* represented the actual sale of 14,000 gallons of gasoline, though of course it was small in comparison to the actual listening audience.

Requests for tickets piled up so rapidly that we finally made arrangements with a local theatre to book the *Laff Clinic* on its stage for a week in exchange for enough tickets to take care of the waiting list.

The current broadcast, though a totally different type of program and campaign, has already given concrete evidence that it will prove a consistent sales builder for its sponsors.

The gallonage of the sponsor has kept at a peak through the radio broadcast. Lately there has been little increase because the distribution is necessarily limited by the number of dealers (2,500), more than any single Southern California company. The programs are designed to keep up the number of dealers and gallonage, rather than to add new stations. The program is fashioned to protect the gallonage already secured. The area for sales extends from Santa Barbara to San Diego and Long Beach to San Bernardino.

Besides acquainting the public with the product, the program also has aided the cause of the independent dealers. I think, in the long run, that the dealer reaction will be gratifying.

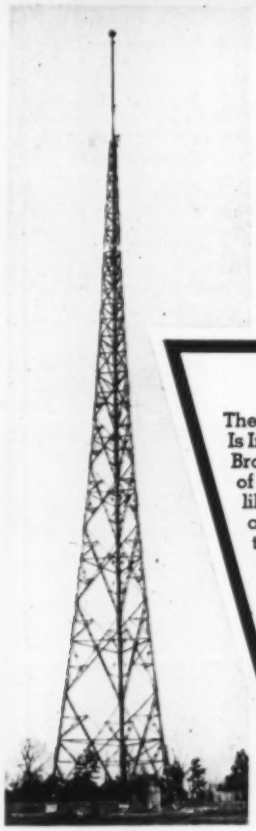
National Dairy Spots

NATIONAL DAIRY PRODUCTS Corp., New York, extending its Sealtest laboratory protection to its 45 milk companies, is using spot announcements in the Baltimore and Pittsburgh areas and plans to expand the campaign. Other media are also being used. N. W. Ayer & Son Inc., New York, is the agency.

HEARING on the renewal application of WMCA, New York, has been set for July 1, instead of Oct. 24. The station was cited by the FCC because of a commercial medical program, and the original hearing was scheduled June 6 but had been postponed at the request of the station. Moving up of the date also was at the applicant's request.

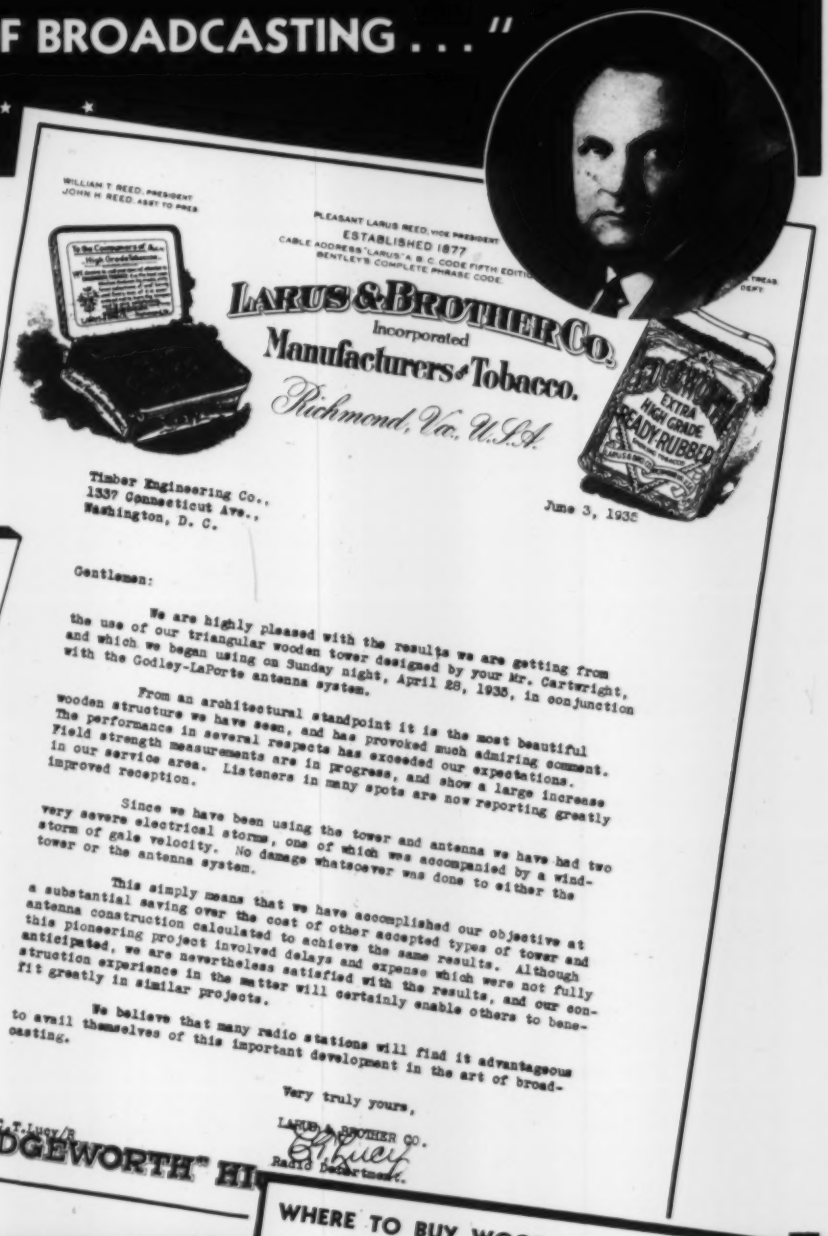
"...RADIO STATIONS WILL FIND IT ADVANTAGEOUS TO AVAIL THEMSELVES OF THIS IMPORTANT DEVELOPMENT IN THE ART OF BROADCASTING..."

...*says* WRVA



— Three Hundred and twenty feet of graceful, self-insulating efficiency. WRVA's new transmission tower is not only one of the most beautiful in America, but surely the most interesting because it is the tallest ALL-WOOD, self supported structure in the United States. Performance standards, already set by this new tower, hold out to the entire broadcasting industry a promise of greatly improved transmission.

The "Proof of the Pudding Is In The Tasting"—Larus Brothers, manufacturers of Edgeworth Tobacco, like the appearance and performance of their new WRVA tower . . . READ THE opinion expressed by Mr. C. T. Lucy, Radio Manager, in the letter reproduced at Right.



WILLIAM T. REED, PRESIDENT
JOHN H. REED, ASST. TO PRES.

PLEASANT LARUS REED, VICE PRESIDENT
ESTABLISHED 1877
CABLE ADDRESS "LARUS" A. B. C. CODE FIFTH EDITION
BENTLEY'S COMPLETE PHRASE CODE.

LARUS & BROTHER CO.
Incorporated
Manufacturers of Tobacco.
Richmond, Va., U.S.A.

EDGEWORTH
EXTRA HIGH GRADE
READY-RUBBED

Timber Engineering Co.,
1337 Connecticut Ave.,
Washington, D. C.

June 3, 1935

Gentlemen:

We are highly pleased with the results we are getting from the use of our triangular wooden tower designed by your Mr. Cartwright, and which we began using on Sunday night, April 28, 1935, in conjunction with the Godley-LaPorte antenna system.

From an architectural standpoint it is the most beautiful wooden structure we have seen, and has provoked much admiring comment. The performance in several respects has exceeded our expectations. Field strength measurements are in progress, and show a large increase in our service area. Listeners in many spots are now reporting greatly improved reception.

Since we have been using the tower and antenna we have had two very severe electrical storms, one of which was accompanied by a wind-storm of gale velocity. No damage whatsoever was done to either the tower or the antenna system.

This simply means that we have accomplished our objective at a substantial saving over the cost of other accepted types of tower and antenna construction calculated to achieve the same results. Although this pioneering project involved delays and expense which were not fully anticipated, we are nevertheless satisfied with the results, and our construction experience in the matter will certainly enable others to benefit greatly in similar projects.

We believe that many radio stations will find it advantageous to avail themselves of this important development in the art of broadcasting.

Very truly yours,

LARUS & BROTHER CO.
C. T. Lucy
Radio Department.

C.T.Lucy/B

"EDGEWORTH" HI

WRVA's new tower . . . and scores of other spectacular structures in wood now in the process of construction . . . have been made possible from a structural standpoint by important, almost revolutionary, improvements in timber engineering through use of the newly introduced TECO timber connectors . . . which increase the strength of timber framing over two hundred per cent.

WHERE TO BUY WOOD RADIO TOWERS

The following organizations and individuals, licensees of the Timber Engineering Company, are fully equipped as radio consultants, designers, fabricators and erectors of wood radio towers:

WRITE TO ANYONE OF THE LICENSEES GIVEN BELOW OR DIRECT TO THE TIMBER ENGINEERING CO. FOR FULL INFORMATION ON EFFICIENT WOOD RADIO TOWERS.

FRANK P. CARTWRIGHT
47 W. Lenox Street,
Chevy Chase, Maryland

J. C. HARTNESS
Tampa Gas Co. Bldg.
Tampa, Florida

DR. G. N. BREKKE
Johnson City, Tennessee

ROOF STRUCTURES, INC.
45 W. 45th Street,
New York City, N. Y.

TAYLOR-COLQUITT CO.
Spartanburg, S. C.

PAUL F. GODLEY
10 Marion Road,
Upper Montclair, N. J.

JOSLYN MFG. & SUPPLY CO.
Franklin Park, Illinois

A. C. HORNER
85 Second Street,
San Francisco, Calif.

WISE GRANITE & CONST. CO.
Richmond, Virginia

TIMBER ENGINEERING CO. *1337 Connecticut Ave., Washington, D. C.*

Comar Co. Formed As Clearing House

To Give Data on Acceptability Of Goods for Advertising

Mr. Dolph

ORGANIZATION of the Comar Co., Washington, to serve as a clearing house for advertising media, advertisers and agencies in procuring information from Federal departments relative to acceptability of products for advertising purposes, was announced June 25 by William B. Dolph, president of the company. Mr. Dolph, manager of WOL, Washington, and former radio director of NRA, is associated in the project with LeRoy Mark, president of the American Broadcasting Co., operating WOL, and H. Russell Bishop, Washington attorney. Mr. Mark is vice president and Mr. Bishop general counsel of the Comar Co.

Mr. Dolph asserted that the Comar Co. will provide monthly reports on foods and drugs, containing information obtained from the U. S. Food & Drug Administration and from the Federal Trade Commission, affecting products and advertising. In addition, subscribers will be given reports on a "query basis", which will be published in the monthy bulletin. Thus, if a client has an account which he considers questionable, he will query the Comar Co. and a report, quoting the official source, will be rendered of the company.

FCC Campaign Prompts Service

DECISION to establish the service, Mr. Dolph said, was reached because of the situation created by the campaign of the FCC to drive from the air programs construed to be of an objectionable character or in bad taste, relating primarily to medical products. He pointed out that a suggestion made by BROADCASTING Magazine editorially May 1, that such a clearing house be started, also motivated the action. The editorial suggested that since the information was not forthcoming in advance from any source, a clearing house should be created and the NAB was mentioned as the logical agency.

The monthly reports, together with the "query service" under which each subscriber would be entitled to 40 queries within a year, will be offered to the industries interested at $100 per year, Mr. Dolph said. He pointed out that the "query" reports also will be published in the monthly bulletins so that they may be made available to subscribers. Offices are in Southern Bldg., Washington.

Mr. Mark's participation in the organization, said Mr. Dolph, was occassioned by the fact that since the FCC launched its crusade last April his station has been beseiged with requests for information from stations all over the country. They contacted him because of his status as an independent local broadcaster in Washington. "Mr. Mark's interest," said Mr. Dolph, "is that of getting the service started as one which will function in the interest of those needing such data."

TELE-MAIL METHOD OF RADIO SURVEY

THE "Tele-Mail" method of audience survey has been launched in Los Angeles, having been devised by Arthur W. Gudelman, of Logan & Stebbins, under the name of Los Angeles Radio Survey Co. Arthur Kemp, promotion manager of KNX, Hollywood, is assisting.

The telephone portion of the study is confined to a 10-mile city area defined by the ABC, and includes 19 incorporated towns besides Los Angeles.

In addition to telephone calls, a one-time "plug" for mail is made on programs which are being measured. The mail is tabulated according to marketing areas at the point of origin and a percentage established for each area. Then a ratio is established between mail received from the "city area" of the telephone survey and the number of sets tuned to stations in the area at the specified time. Naylor Rogers, general manager of KNX, states he will be glad to explain the system to attendants at the NAB convention.

Ears How

EARS of all operators, production men and musical directors of WSM, Nashville, must pass an audiometer test to determine their sensitivity. Reports covering the ears of the staff are kept on file by Jack DeWitt, chief of the technical staff. The range of the audiometer, used by physicians to determine deafness, is greater than that of music and exact characteristics of hearing are recorded.

The Retailer Turns to Broadcasting

(Continued from page 22)

other special broadcasting features.

The promotion of retail use of broadcast advertising presents a particularly difficult problem. Retailers are essentially conservative in their attitude toward advertising. Moreover, under the buyer system in vogue in department stores and larger specialty shops, the buyer, only secondarily acquainted with advertising problems and technique, exerts a most effective veto power. This veto arises out of the allocation of advertising expenses to the particular departments whose goods are featured. Since the success of the buyer is measured by the net profit of his department, he is unwilling to attempt to offer his goods through a new and, for him, untried medium.

The cumulative negative force of buyer skepticism must be overcome in some manner if the advertising of the larger stores is to be increased materially. Joint promotional effort and meetings for the education of buyer organizations may be a partial solution of this problem. The allocation of a definite portion of each department's budget to long-run institutional advertising, or the centralization of the radio budget under the general institutional heading, may constitute approaches to a solution of the problem. Open-mindedness and an appreciation of mutual problems by retailer and broadcaster in this respect should result in considerable progress.

Program Problems

PROGRAMMING, especially with regard to stations serving the smaller advertisers, is another important consideration in the development of retail advertising by radio. In many instances the retailer is frightened from radio by the thought of being obliged to compete for his audience with the pretentious network presentations. Distinctive programs are only partially a matter of the amount of money expended.

Moreover programs must be considered in terms of the particular hour of the day they are broadcast, the audience they are designed to reach and similar factors. With a few exceptions, the most pretentious nation-wide presentation leaves a sufficiently large *absolute* audience to be of value to any advertiser. In addition, the requirements of retail broadcast advertising seldom necessitate direct competition with network offerings of this type.

In this respect the present trend toward the development of transcription libraries, further enriching the program repetoire of average stations, will be of tremendous help if consummated on any large scale. The use of electrical transcriptions in local advertising has not been developed to its full potentialities to date, and, in spite of some admittedly difficult practical problems which remain to be solved satisfactorily, this field should possess an important future.

The development of the broadcasting station as a community institution should increase materially its value to the retail advertiser. The retailer is primarily interested in the immediate community, its tastes, prejudices, and interests. The more closely he can identify himself with these, the greater his success. The same is true of the radio station.

Community Tastes

IN SPITE of the manifold community services which have been rendered by stations to their localities, this service has usually been given more in a sense of public responsibility than in an appreciation of its promotional possibilities. With showmanship, a broadcasting station should be able to fashion a community position for itself out of the dramatic and personal medium of radio, which no newspaper possibly could equal. An increased appreciation of the economic possibilities of such a program and a conscious attempt to achieve station distinctiveness built upon the tastes of the particular community—as contrasted to mere imitation of network presentations — should greatly increase the value of the local station as an advertising medium.

The development of retail advertising over regional and local stations is of particular interest—even more with regard to non-network stations than in the case of network affiliates. Growing network volume should place these stations in a particularly favorable position to avail themselves of the advantages outlined in preceeding paragraphs.

As available time to retailers is restricted on the network outlet, and as this type of station becomes more and more a portion of a great national magazine of the air, rendering national service to such tastes as the American people have in common, the possibility of achieving a unique position by the development of community characteristics on the part of the independent becomes greater than ever. However, the requisite enterprise and hard work must be present if such a position is to be attained.

Advisory Capacity

THE SALES position of the local station presents an especially interesting problem. Serving, as it does, the smaller retailers, it is particularly necessary for this station to act not only as an advertising medium but as advertising counsellor. Retail establishments of this type do not possess the requisite knowledge of advertising to plan as constructively as they might for themselves, to say nothing of intelligently utilizing a new medium. Consequently in self-preservation the station sales force must stand ready to provide the necessary counsel and assistance. Few activities should pay the local station dividends equal to those secured from a thorough, first-hand knowledge of the varied problems of retailing.

The local 100-watt station faces another potentiality which is interesting to contemplate. This is the possibility of double coverage. To the extent to which a station becomes a community institution it builds up an audience of especial loyalty. It is more than any one program which attracts the listener. It is the fact that people whom the listener knows broadcast over the station, that institutions with which he is affiliated are heard over it regularly. The station becomes something personal to him.

In time the station tends to develop a listening audience of its own. The audience may be restricted to certain segments of the community but it is unique to that station. Consequently the station has something unique to sell. If this audience is of interest to the retailer, it can be reached most effectively through the station in question. It may therefore be worth the retailer's while to utilize this station in addition to other transmitters in the community, just as he advertises in more than one newspaper.

These are merely some of the possible lines of development which might be taken in the cultivation of retail broadcast advertising. Certainly there is ample room for growth. Moreover, there is no type of advertising which can contribute more to the economic stability of broadcasting than can retail advertising. Its seasonal fluctuations are less than are those of any other form of broadcast advertising, and it is in an especially favorable position to utilize those type of stations whose advertising volume most requires development. With a growing appreciation of mutual problems on the part of retailer and broadcaster, the volume of retail broadcast advertising should be increased materially during the course of the next several years.

COORDINATION

A Vital RCA Principle

As a logical result of research, and the commercial application of the resulting inventions, RCA operates principally in three fields—manufacturing, broadcasting and communications.

RCA carries on its operations through its wholly-owned companies, directing and coordinating their activities. This coordination extends not only to research, but also to operations, that the developments of each company may be made useful to the others.

No one company in the RCA group, therefore, could operate as economically or as efficiently if it did not have the facilities made available through the integration of this organization.

Thus, though RCA products and services may be utilized commercially by different RCA units operating in distinctly separate fields, they are closely related. All have a common origin in the RCA laboratories, which continue to improve and expand the radio art and industry and to create new services for the public.

RADIO CORPORATION OF AMERICA

RCA BUILDING . . . NEW YORK CITY

COMPLETE

1. RECORDINGS

World Broadcasting System are the pioneers in the field of program service. For six years our subsidiary, Sound Studios of New York, has worked in close cooperation with the Bell Laboratories to perfect the most vivid and realistic method of sound reproduction and recordings. The result is unqualified approval of the vertical method. All programs supplied by the World Program Service are of this type. This practically doubles the tonal range over the former method of lateral recording, with superb effect when put on the air.

2. WIDE RANGE REPRODUCING EQUIPMENT

The World Program Service is closely integrated all the way through from the original performance before the microphone to the ultimate broadcasting from a station. Special reproducing equipment for World Program Service is installed in each associated station, insuring absolute fidelity and uniformity in every corner of the United States. The recording equipment is matched with the reproducing pick-up—these together with the processing of masters and the acetate pressings from the masters are all part of the Wide Range Vertical Recording by Bell Laboratories. This is the equipment offered by World Program Service. A background of years of experience in this special field with the work of the world's leading sound experts is a guarantee that there is nothing better!

WORLD PROGRAM SERVICE

WIDE RANGE

WORLD PROGRA

BACKED BY AGGRES

IN NATIONAL ADVE

The life of new business is po
Program Service these days.
program is in full swing from
in New York, Chicago, and Lo
national advertisers in every p
reached and informed about t
advertising medium. The resu
affiliated stations with more o

A PRODU

WORLD BROADCA

50 WEST 57TH STREET,

Other Offices and Recording Studios at: 400 W. Madison S

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BR

123 AFFILIATED STATIONS OF WORLD PROGRAM SERVICE

WAPI Birmingham, Ala.
KUOA Fayetteville, Ark.
KFPW Fort Smith, Ark.
W6XAI Bakersfield, Calif.
KIEM Eureka, Calif.
KMJ Fresno, Calif.
KNX Los Angeles, Calif.
KLX Oakland, Calif.
KFBK Sacramento, Calif.
KWG Stockton, Calif.
CKLW Windsor, Ontario, Can.
KVOR Colorado Springs, Colo.
KFEL Denver, Colo.
KGHF Pueblo, Colo.
WTIC Hartford, Conn.
WFLA Clearwater, Fla.
WMFJ Daytona Beach, Fla.
WRUF Gainesville, Fla.
WMBR Jacksonville, Fla.
WQAM Miami, Fla.
WDBO Orlando, Fla.
WCOA Pensacola, Fla.
WTFI Athens, Ga.
WGST Atlanta, Ga.
WRDW Augusta, Ga.
WMAZ Macon, Ga.
KIDO Boise, Idaho
WGN Chicago, Ill.
WJBL Decatur, Ill.
WTAD Quincy, Ill.
WHBF Rock Island, Ill.
WTAX Springfield, Ill.
WTRC Elkhart, Ind.
WGBF Evansville, Ind.
WLBC Muncie, Ind.
WHO Des Moines, Iowa
WMT Cedar Rapids, Iowa
KFBI Abilene, Kansas
KGGF Coffeyville, Kansas
WIBW Topeka, Kansas
WLAP Lexington, Ky.
WAVE Louisville, Ky.
WJBO Baton Rouge, La.
KWKH Shreveport, La.
WBAL Baltimore, Md.
WEEI Boston, Mass.
WTAG Worcester, Mass.
WCSH Portland, Me.
WJR Detroit, Mich.
WOOD-WASH Grand Rapids, Mich.
WEBC Duluth, Minn.
KSTP St. Paul, Minn.
WQBC Vicksburg, M
KMBC Kansas City,
KWK St. Louis, Mo.
KGBX-KWTO Spring
KFBB Great Falls, M
KFAB Lincoln, Nebr.
KOIL Omaha, Nebr.
KOH Reno, Nevada
KGGM Albuquerque
WOKO Albany, N. Y
WGR-WKBW Buffalo
WOR New York, N.
WHDL Olean, N. Y.

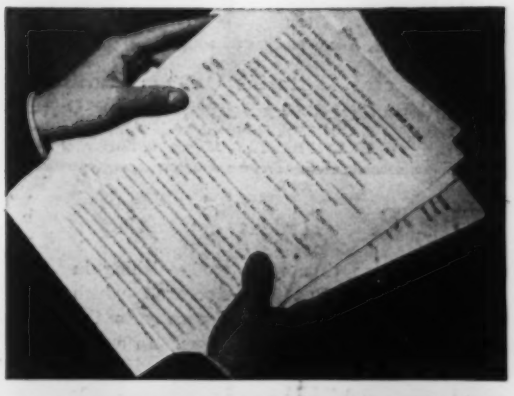
E in five parts!

WORLD PROGRAM SERVICE

SUPERB PROGRAM QUALITY

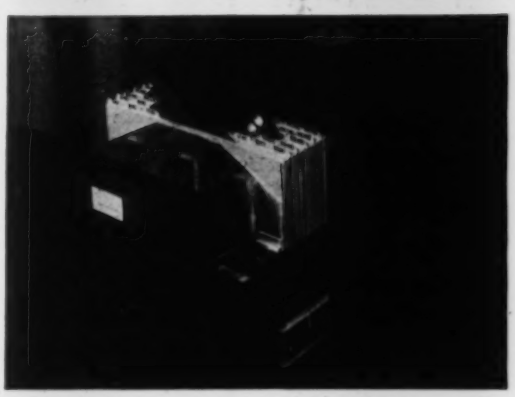
3. CONTINUITIES

A first rate continuity is the window dressing of a program as well as a vehicle for a sales message. The World Program Service includes vivid continuities prepared by experienced radio showmen. No minute is unprovided for. These continuities add the essential personal touch and they heighten the interest. They may be used in whole or in part according to the needs of advertiser and station manager.



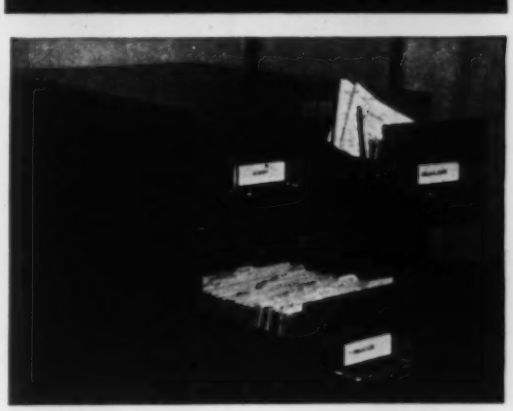
4. FILING CABINETS

The creators of the World Program Service are thoroughly familiar with conditions in broadcasting stations. We know how important it is that all programs be kept in perfect condition and in readiness for instant use. This need is met by supplying as part of the service special filing cabinets. These are so arranged that you can put your hand instantly on every type of musical program.



5. CROSS REFERENCE

A rare feature of the World Program Service is the fact that the numbers are separated on the discs so that one can be taken off of one disc, another from another, without any interruption in the program. To make this building of combination programs easy, a cross reference catalogue is supplied. This unique feature facilitates the building up of every variety of program and makes the service absolutely flexible.



PROGRAM SERVICE
AGGRESSIVE SELLING
AL ADVERTISING FIELD

usiness is pouring into the World these days. An aggressive sales swing from World Headquarters icago, and Los Angeles. Every day rs in every part of the country are rmed about this new and flexible m. The result is new business for with more on the way!

ODUCT OF

CASTING SYSTEM INC.

TREET, NEW YORK, N. Y.

Madison St., Chicago, Ill.; 555 S. Flower St., Los Angeles, Cal.

WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

P St. Paul, Minn.
BC Vicksburg, Miss.
BC Kansas City, Mo.
St. Louis, Mo.
X-KWTO Springfield, Mo.
B Great Falls, Mont.
B Lincoln, Nebr.
Omaha, Nebr.
Reno, Nevada
M Albuquerque, N. Mex.
O Albany, N. Y.
-WKBW Buffalo, N. Y.
New York, N. Y.
Olean, N. Y.

WHAM Rochester, N. Y.
WFBL Syracuse, N. Y.
WBIG Greensboro, N. C.
WSJS Winston-Salem, N. C.
WDAY Fargo, N. D.
KLPM Minot, N. D.
WCKY Cincinnati, Ohio
WHK Cleveland, Ohio
WAIU Columbus, Ohio
WSPD Toledo, Ohio
WKBN Youngstown, Ohio
KADA Ada, Okla.
KVOO Tulsa, Okla.

KFJI Klamath Falls, Ore.
KOIN Portland, Ore.
WCBA Allentown, Pa.
WLEU Erie, Pa.
WKBO Harrisburg, Pa.
WCAU-KYW Philadelphia, Pa.
WCAE Pittsburgh, Pa.
WEEU Reading, Pa.
WGBI Scranton, Pa.
WJAR Providence, R. I.
WCSC Charleston, S. C.
WIS Columbia, S. C.
WFBC Greenville, S. C.

WOPI Bristol, Tenn.
WDOD Chattanooga, Tenn.
WNOX Knoxville, Tenn.
WREC Memphis, Tenn.
WLAC Nashville, Tenn.
WDAG Amarillo, Tex.
KFDM Beaumont, Tex.
WFAA Dallas, Tex.
KTSM El Paso, Tex.
WBAP Fort Worth, Tex.
KXYZ Houston, Tex.
KGKO Wichita Falls, Tex.
KDYL Salt Lake City, Utah

WRVA Richmond, Va.
WDBJ Roanoke, Va.
KXRO Aberdeen, Wash.
KOMO-KJR Seattle, Wash.
KHQ-KGA Spokane, Wash.
KIT Yakima, Wash.
WHIS Bluefield, W. Va.
WCHS Charleston, W. Va.
WHBY Green Bay, Wis.
WKBH La Crosse, Wis.
WISN Milwaukee, Wis.
KGMB Honolulu, H. I.
2GB Sydney, Australia

A NATION-WIDE SYSTEM TO REACH EVERY DESIRED MARKET

BROADCASTING and Broadcast Advertising

Published Semi-Monthly by
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The President Speaks

THERE is more than mere well-wishing in the message from President Roosevelt, which BROADCASTING is privileged to convey to the broadcasting industry in this issue. In a few pointed paragraphs he reasserts the industry's right to exist in a way that should be heartening to everyone identified with radio.

Again he states his faith in the American system of broadcasting, as he did last year, but he goes a step further by stating that recent events "have increased rather than diminished that faith." Here should be answer enough to those self-seeking crusaders who have espoused government ownership or operation of broadcasting or who sneer at the industry's sincere efforts to cleanse its own house.

As for censorship, the President declares simply that it cannot be — because "it is not the American way." That should be pointed reply to those who have been harping so persistently about political domination of what goes out over the radio waves, and the allegations of restraints upon freedom of speech.

The President himself has taken notice of the self-instituted project to improve programs and he gives it his fullest commendation. It is apparent that he is satisfied that broadcasters can handle their own problem of improving their program output, without any assistance from reformers.

For his keen comprehension of broadcasting, its work and its objectives, and for his expressions of confidence, the broadcasting industry owes a real vote of thanks to President Roosevelt.

Why The Furore?

IT IS DIFFICULT to fathom the reason for any opposition to the petition of the World Broadcasting System to clarify the FCC regulations having to do with the announcement of transcriptions insofar as its new and highly successful program service is concerned. It is simply a matter of interpretation of existing regulations—one that in the first instance did not warrant a public hearing.

There is one point that few within the industry, and none outside of it have gotten straight. The issue was *not* the elimination of the transcription announcement altogether. The only question involved in the WBS petition was with respect to an interpretation by the FCC Law Department which held that the announcement "This is an electrical transcription" had to be made after each library number was performed, or each two or three minutes, whereas the regulations allow a 15-minute lapse. This requirement would destroy the entertainment value of the service to listeners, who would be all but driven to distraction by the constant repetition of the announcement.

Transcriptions fill a real need in broadcasting; there is no argument on that score when you consider the need for a talent supply in the more remote communities. The success of the WBS service led others into the field, including NBC which is now invading it on a comprehensive scale. There was no real reason for the present squabble except some FCC subordinate's construction of a discretionary regulation which the Commission itself should have ruled on in the first place. It would be unfortunate indeed to hinder the development of these worth-while services because of nothing more than an arbitrary legalistic opinion.

Radio and Railroads

THE RATHER dubious distinction of being among the least progressive of major industries in a promotional way probably goes to the railroads. They have lost passenger traffic to buses, airplanes and private automobiles simply because they have not kept abreast of the times. There has been a notable exception—the Chesapeake & Ohio—which has shown the way not only by inaugurating air-conditioned equipment and installing radios, but by advertising it over the radio. In its territory it has forged far ahead of the competitive services.

Several years ago the major Eastern lines entered into a compact not to use radio advertising and certain other types of media. C. & O., under the guidance of its aggressive vice president, L. C. Probert, did not go along. He started a new era in railroading. Competitive lines at first were inclined to scoff at the C. & O. mode of modernizing its service in the face of depressed times, and openly pooh-poohed his radio advertising. But when their traffic began to drop as C. & O.'s increased they stopped their scoffing. They even began to grumble.

Last January Joseph B. Eastman, railroad coordinator, issued a report based on a comprehensive investigation of the railroad passenger traffic situation. He concluded that the loss of passenger traffic "is due to failure to keep pace with modern methods of marketing, servicing, pricing and selling." He backed this up with a recommendation that they advertise and promote their services and he included radio in this recommendation.

"The market which the passenger traffic force must sell consists of about 30 million families or 76 million adults," said Coordinator Eastman. "Carriers must reach this market as do the purveyors of these other 'enjoyables' by advertising, institutional, promotional, specific, periodical, radio, outdoor and visual."

One of the first reactions to this recommendation was the campaign of Western Lines to stimulate travel to the West. Spot announcements are being used on some 60 stations, along with display space in newspapers and magazines. But the Eastern railroads' compact—to which the New York Central, the Pennsylvania and The Baltimore & Ohio still adhere—continues to debar radio from advertising campaigns.

Radio already has proved itself the most effective medium for many passenger carriers. It is time that the larger carriers, particularly those in the East who signed the anti-radio compact, forget their smugness and follow the recommendation of Coordinator Eastman. He is simply trying to show them how they can help themselves.

NAB Must Survive

BROADCASTERS and associated interests are foregathering this month for their annual convention — their thirteenth meeting since the NAB was formed. The convention comes at a time when the industry is honeycombed with factionalism, growing largely out of the copyright situation and the various splits among interests within the NAB. Then there is the unrest that has developed because of the decision of Phil Loucks to retire as managing director, and situations which have cropped up over programming and trade practices attributable to the anti-medical program crusade and the demise of the broadcasting industry code.

We have said before, and we repeat now, that it would be tragic if anything happens to undermine the NAB. The industry needs it. After all, the broadcasters have just learned to walk with their heads high, for in past years the business of operating a station has been anything but a bed of roses. The copyright problem is serious. So are the others. But none are so terrible they would justify any steps which would undermine the unity of the industry, and sacrifice the strength and position of the NAB. Broadcasters should go to the convention without relenting in their intentions to fight for their particular rights—but they should assure themselves beforehand that they will let nothing happen that will weaken their own trade association.

The RADIO BOOK SHELF

AGAINST the list of several hundred books and periodicals on radio advertising published in the *1935 Yearbook* of BROADCASTING Magazine, a new classified bibliography on advertising, marketing and related subjects just published by the Advertising Federation of America includes only seven books on radio but carries hundreds of others devoted to various forms of advertising and selling. The volume is titled *Books for the Advertising Man*, and is available from the AFA, 330 W. 42d St., New York, for 50 cents.

We Pay Our Respects To —

FREDERIC ARTHUR WILLIS

IF YOU are interested only in the more generally publicized aspects of the radio business and its promotion, you might call on CBS for weeks without coming in contact with Frederic Arthur Willis.

But if you are a political potentate, or an Ambassador, or promoter of a cause; if you are an educator or religious leader, or head of a large group with a purpose; and particularly if you have ever had occasion to ask for broadcast time to discuss your interests over the network—then you have perhaps lunched with him, and may even call him by his first name.

Millions have been invested in American radio broadcasting, on the basis of a government franchise to use an alloted wave length. The problem of the American broadcaster is keeping every diverse faction in our democratic nation so satisfied with radio's performance that the vital franchise will be regularly renewed, and this problem presents itself fresh every day. It is part of the Willis' work to tackle this problem on the front firing line.

His title is Assistant to the President of CBS, who is of course William S. Paley. He prefers to do his job quietly and live his life in the same way. He also prefers to do work anonymously when possible — or at least through other people. For years he has been responsible for keeping CBS' famous *American School of the Air* functioning to the satisfaction of educators, school children and CBS officials. Yet he insists he is no educator, and declares that the real credit for these educational broadcasts should go to Helen Johnson, their director.

For years he has likewise kept the CBS *Church of the Air* operating so smoothly that it has earned the dignified and complete approval and cooperation of leaders in all the major faiths and denominations. Yet he similarly insists that the credit for these religious broadcasts should go largely to Theodore Gannon, directly in charge of their multifarious details. He has personally a horror of austerity, and has been known to use effectively a trooper's colorful vocabularly that dates back to his Squadron A patrol days on the Mexican border in 1916, or to his service overseas with the 105th Field Artillery.

He comes of Social Register stock, and has entree to the circles whose doings give society editors jobs; but he is persona grata no less to the politican, the radical reformers, and the enthusiasts who devote their lives to uplifting the masses.

Thus he is a Janus of many faces, like all who are born to the diplomatic service. That he finds himself in the service of a network with world-wide ramifications rather than in that of a government is perhaps a mere accident of the times.

Fred Willis' personality and career are equally contradictory. He was born at Arrochar, on Staten Island, N. Y., Oct. 23, 1895. He was educated at military school and at Pomfret School, Conn. But he speaks English with the precision of an Oxford Don; and, because his grandfather was an Anglo-Indian army officer, he can refer familiarly enough to life in India to lead chance acquaintances into a deduction that he himself was born there. His Indian background was expanded after he left his first job as runner for a firm in Wall Street, and joined the private banking and importing firm of William Schall & Co. in 1920, to direct all of its foreign trade with British India and the Far East.

In January, 1923, he was retained by Perrin & Marshall, consulting engineers, to build up an American industrial consortium to operate in British India and to gain a foothold for American companies in that great trade empire. His financial background led in 1923 to his association with Tamblyn & Brown to direct financial publicity. This was followed in 1927 by his establishing his own advertising agency. It was this varied experience that prepared him for work in an industry which required a publicity-minded versatility in its executive to a unique degree.

Willis came to the staff of CBS in 1930. The *American School of the Air* and *Church of the Air* were creating various problems involving both diplomacy and publicizing. It was a time when both radio executives and radio editors still generally regarded broadcasting as nothing but a huge threering vaudeville and circus. But "Bill" Paley, youthful CBS president, was already evincing that unique sense of awareness for which he has since become so distinguished, and he was already looking forward to the day when American broadcasting would rapidly and necessarily evolve into a great cultural medium.

He assigned Willis to the task of building up CBS' religious and educational program; of inaugurating CBS' now well-known *Public Affairs Institute* with its committee of dignitaries from 17 nations; and of securing, to this end, the cooperation of leaders of national and world renown. The Willis talent for getting along amiably with all sorts of people with strong convictions and diverse languages and purposes became so marked at the very outset that he has never had a free moment since.

Unlike the professional diplomat, he has a number of convictions of his own. He poses as a realist, is a confirmed idealist at heart. He goes in for hunting, shooting, tennis; makes hobbies of cartooning, painting and writing. He was married recently to the former Isabel Leighton, playwright and author. He is a member of the program committee of the NAB, is trustee for the League of Political Education and Town Hall, New York, and is a member of the Ends-of-the-Earth Club, among other clubs.

PERSONAL NOTES

THEODORE C. STREIBERT, assistant to Alfred J. McCosker, president of WOR, Newark, on June 20 was elected to the board of directors of the Radio Quality Group Inc., which is the subsidiary supplying programs to WOR and other outlets. The board also includes Mrs. McCosker, Jack I. Strauss of Macy's and other officials of the Macy and Bamberger stores.

GARDNER COWLES Jr., president of the Iowa Broadcasting Co., radio operating subsidiary of the *Des Moines Register & Tribune*, is vice president and executive editor of the *Minneapolis Star*, which the Iowa newspapers purchased last month.

HERMAN BESS, formerly with Bess & Schillin Adv. Agency, has been appointed local sales director of WNEW, Newark, which has segregated its national and local sales departments with C. M. Stark concentrating on national.

THAD HORTON, former program director of WIS, Columbia, S. C., has been promoted to sales manager. Richard Allen, continuity writer, is now on the sales staff, succeeding Ed Reynolds, resigned.

HARRY ANDERSON, NBC western division salesmanager, San Francisco, on June 19 left for New York to attend a series of sales meetings and to confer with NBC officials on fall commercials. He will be gone a month.

DAVE BALLOU, production representative of Standard Radio Advertising Co. Inc., Holywood transcription producers, who is now on the road, has been promoted to vice president and director of the company. He was formerly with KNX and KMTR.

SIDNEY DIXON, NBC manager of local sales, San Francisco, has been transferred to the Los Angeles offices in a similar capacity and is making his headquarters in the Richfield Bldg.

HENRY ROOT, former *San Francisco Call-Bulletin* executive, has joined the commercial department of KYA, in that city, as account executive.

W. E. WALKER, manager of WIBA, Madison, Wis., has been elected president of the Madison Rotary Club, taking office July 1.

K. H. PEARSON has been transferred from the sales department of WCAE, Pittsburgh, to WBAL, Baltimore.

LLOYD E. YODER, NBC western division press relations manager, San Francisco, has been commissioned a lieutenant in the Naval Reserves, attached to the Twelfth Naval District.

THOMAS S. LEE, head of Don Lee Broadcasting System, Los Angeles, and Otto K. Olesen, Hollywood transcription producer, on June 12 were elected directors of the All Year Club, publicity organization promoting tourist trade to Southern California.

MARTIN B. CAMPBELL, general manager of WFAA, Dallas, was elected to the board of directors of the Dallas Sales Managers Club at the annual election in June. The club, with a selected membership of 125, is one of the largest of its kind in the United States.

ADELE HOOVER, assistant in NBC western division sales promotion department, San Francisco, is vacationing in Honolulu, having sailed June 29 on the *S. S. Lurline* for the Hawaiian Islands.

EARLE C. ANTHONY, owner of KFI-KECA, Los Angeles, was in Honolulu during June but was expected back early in July.

FRANK PURKETT has been appointed sales manager of the Freeman Lang sound studios, Hollywood. He will make a trip to Chicago and New York in July.

BEHIND THE MICROPHONE

ROY SHIELD, NBC Central Division musical director, left Chicago in mid-June for Holywood to spend several weeks composing and recording music for Hal Roach pictures. Shield left movies for radio four years ago when he was named musical director of NBC's Pacific Coast division.

DAVIDSON TAYLOR, CBS staff announcer in New York, was married to Mary Elizabeth Plummer, an Associated Press staff writer, immediately upon Mr. Taylor's return from his assignment covering the maiden voyage of the *S.S. Normandie* last month.

HUGH ERNST announced his engagement in June to Lyda Roberti, the stage and screen star. Ernst was manager of KMPC, Beverly Hills, Cal., until a severe auto accident several weeks ago. The announcement of the engagement was made from the Cedars of Lebanon Hospital, Los Angeles, where both were patients.

MRS. ERNEST STOWE, secretary to John Henry, manager of KOIL, Council Bluffs, Ia., was guest of honor at a surprise luncheon at the Hotel Conant June 7 given by the station staff on the occasion of her first wedding anniversary.

RALPH COHEN, showman, has been appointed "talent scout" for WNEW, Newark, wtih headquarters in the Elisebeth Marbury offices in the Sardi Bldg., New York.

ROY FREEMAN, known as *Blue Grass Roy*, who has appeared on various stations for Hamlin's Wizard Oil Co., Chicago, will return to WWVA, Wheeling, W. Va., early in September for another season.

WILTON E. COBB, secretary-treasurer of WMAZ, Macon, Ga., has taken on the duties of news editor, and will handle news reports in collaboration with E. K. Cargill, manager. Robert Feagin, announcer and salesman, has also been assigned exclusively to news reporting and newscasting.

JOSEPH E. BRON, for more than a decade with industrial and fraternal institutions as a producer, has joined the Thomas Lee Artists Bureau, Los Angeles.

MURRAY ARNOLD, production manager of WIP, Philadelphia, was married June 23 to Miss Thelma Bain.

EUGENE BOOKARD, of the maintenance staff of WIP, Philadelphia, is the father of a girl born in June.

MARGARET HANLEY has been named assistant in the press department of WIP, Philadelphia.

ROBERT TONGE, formerly of Northwest stations, has joined the announcing staff of KGFJ, Los Angeles.

SALLY O'NEIL, film actress, has incorporated a radio, stage and screen talent agency in Hollywood under her name. Directors, beside Miss O'Neil, include Hannah Noonan, Gordon Chotiner and Seymour Chotiner.

MRS. TED HUSING, divorced wife of the CBS announcer, on June 16 was married in New York to Lennie Hayton, orchestra leader.

HUGH DISTLEHURST resigned on June 15 from the announcing staff of WIS, Columbia, S. C., and will go to Washington to reside.

HOWARD PECK, continuity chief and member of the dramatic staff of WISN, Milwaukee, and Charlotte Culbertson, of the dramatic staff, were married in June.

TED SILLS, formerly in the production department of WNEW, Newark, has joined the production department of CBS in New York.

MEL ROACH, program manager of KGER, Long Beach, Cal., for three years, resigned in June and was succeeded by Ted Gailey, announcer. Jerry Lynton becomes staff announcer. Lynton continues his affiliation with Ambassador Productions, program-transcription organization.

BLAINE SMITH, guitarist and vocalist, formerly with WWSW, WCAE and WNEW, and a Victor recording artist, has joined WGAR, Cleveland.

FRED MOORE, formerly with WCAU, Philadelphia, has joined the production staff of CBS in Chicago. Moore has been in radio since 1917 as technician, announcer and producer.

DON HAMBLY resigned as production manager of KRE, Berkeley, Cal., June 15, to join the production staff of KJBS, San Francisco. He succeeds Gene Goldrup who resigned his KJBS post to become technical director of KGMB, Honolulu. Walter White, new to radio, has joined the announcing staff of KJBS.

LEE (Mrs. Edwin) SEARES, well-known Pacific Coast social service worker, author and journalist, has been appointed director of women's programs for KGGC, San Francisco.

GILBERT McCLELLAND, of NBC's Chicago press department, was married in June to Miss Alice Jackson of Michigan City, Ind.

GEORGE STUART has joined the announcing staff of KRE, Berkeley, Cal.

STAFF OF WGY—Here is a recent picture of the personnel of the Schenectady station. Front row left to right, Jacob Nelson, Leo Kliwen, Howard Wheeler, Bernard Cruger, W. J. Purcell, Kolin Hager, A. O. Coggeshall, W. T. Meenam, James Cornell, Chester Vedder; back row, William Lane, George Burger, John Sheehan, John Gilmore, Arthur Catricala, Robert Stone, Alex MacDonald, Earle Rice, Albert Knapp, John Finke, Charles Schreiber, Robert Rissling, Edward Rice, Thomas DeStefano, Raymond Strong, Robert Jenne. WGY celebrated its 13th anniversary when this picture was taken.

CECIL GRAVES, director of the Empire program service of the British Broadcasting Corp. since its inauguration last year, who also handled the BBC foreign relations, has been promoted to Controller of Programmes. He will succeed Col. Dawnay on Oct. 1, the latter having retired after a serious illness to the Northumberland estate he inherited from his uncle, the late Viscount Grey of Fallodon.

MARY JEANNE TANSILL, of Northwestern University, is now a hostess at NBC, Chicago, replacing Margaret Pyott who was married recently.

HARLAND EUGENE READ, news commentator of WOR, Newark, and his wife were guest passengers on the new stream-lined Pennsylvania engine *The President* on its inaugural trip from New York to Washington June 18.

ROLLIE R. WILLIAMS, formerly with WCCO, Minneapolis, and a University of Minnesota graduate, has joined the production staff of KMOX, St. Louis.

JOHN WEIGEL, formerly with WAIU, Columbus, O., has joined the announcing staff of the Chicago CBS studios.

LESTER SHARPE, formerly with Shuberts in New York, in June joined the Jackson-Leyton talent agency, Hollywood.

EVERETT MITCHELL has been appointed chief announcer in NBC's Chicago studios. Mitchell joined the NBC announcing staff in 1930 after having been associated with Chicago radio stations since 1923.

CHARLES FLAGLER, formerly of KSO, Des Moines, who has just concluded a 13-week engagement on WFAA, Dallas, has joined KTUL, Tulsa, to work on the Mueller Baking Co. account.

DOUGLAS McLAIN has succeeded Jack Strock, resigned, on the announcing staff of KMTR, Los Angeles.

Sir Noel Ashbridge

A KNIGHTHOOD for the chief engineer of the British Broadcasting Corp., Noel Ashbridge, was one of the honors bestowed by King George during the recent Jubilee awards. Sir Noel was knighted in recognition of his engineering achievements. He is well known in American radio engineering circles, having recently visited this country as a member of the Parliamentary committee investigating television. The King also made Gerald Cock, former Californian, now BBC director of television, a Member of the Victorian Order, another high honor.

IN THE CONTROL ROOM

MELVIN MILLER, formerly head of the amplification systems at Cleveland municipal auditorium, has joined the control staff of WGAR, Cleveland. Ned Nolan has left the station to continue his studies at Dodge Institute, Valparaiso, Ind. R. Morris Pierce, chief engineer, was severely burned in a furnace blast at his home but expects to be back at his desk about July 1.

WILLIAM G. H. FINCH, assistant chief engineer of the FCC, in charge of telephones, is the father of a girl born June 20.

FRANK FINNEY, engineer of KMOX, St. Louis, is back on the job but is wearing crutches after being laid up with a crushed foot suffered when a battery fell.

ARMOND G. BELLE ISLE, chief engineer of WSYR, Syracuse, was married June 15 to Mary Catherine Buckley, Syracuse. They spent their honeymoon in Quebec, Montreal and New England.

SCOTT HELT, chief operator of WIS, Columbia, S. C., formerly with WLAP, WODX and WKBF, is now supervising the installation of the new WIS 5,000-watt transmitter.

GEORGE McBRIDE, student at Georgia Tech, has joined the technical staff of WTOC, Savannah, relieving Bill Ratliff, who has returned to Tech for the summer session.

ED SCATTERDAY, control engineer of WCAE, Pittsburgh, is the father of a girl born in June.

MARTIN OBECK has been added to the engineering staff of WIP, Philadelphia, as relief man during the summer.

FRED EILERS, chief engineer, KYA, San Francisco, having completed a course in aviation, has been given his "wings" and is now a full fledged pilot.

FRANCIS J. DRAKE Jr. and James F. Hackett, studio engineers; Harry R. Maule, field engineer, and Irvin A. Buell, relief watch engineer, are recent additions to NBC's engineering staff in Chicago.

THOMAS PHELAN of the New York NBC audio facilities group was in Chicago in late June to witness the completion of the installation of new velocity microphones in NBC's Chicago studios.

RAY KREMER, NBC sound effects man, has been transferred from Chicago to New York.

PHILIP K. BALDWIN, head control operator of WEEI, Boston, has been promoted to chief engineer.

EQUIPMENT

W3XAK, operating with 50 watts on 55,500 kc. as the short wave relay adjunct of KYW, Philadelphia, was placed in commission June 10 atop the Architects Bldg., 310 feet above street level. It is the first of three relay broadcasting stations, the others to be built in connection with KDKA and WBZ, said by Westinghouse to be suitable also for television and facsimile broadcasting.

A NEW catalog describing high-fidelity equipment has been published by the Broadcast Transmitter Sales Section of RCA Mfg. Co., Camden, N. J. It includes a definition of high-fidelity, explains why it is desirable, and lists various factors involved in attaining high-fidelity. Charts depict volume range and sound frequency and high-fidelity equipment is described in detail.

A PORTABLE set of sound effects reproducing equipment to be used in the studio when artists are working has been installed at WIP, Philadelphia, by Edward R. Johnson, technical supervisor. The equipment consists of RCA-Victor dynamic speakers, 78 and 33 1/3 r.p.m. turntables and a three-position mixer.

WBNX, New York, will start operation of new high-fidelity speech input equipment early in July. Installation has been in charge of Herbert L. Wilson, chief consulting engineer.

KMOX, St. Louis, will have several new offices in the New Mart Bldg. shortly, with the completion of remodeling now in progress.

WMMN, Fairmont, W. Va., has equipped its studios with Nu-Wood, made by Wood Conversion Co., and installed by W. H. Spedden, of Fairmont.

THE BUILDING housing 3UZ, Melbourne, Australia, was razed and a 10-story structure erected on the site without an interruption in service and the station now is on the air with new equipment and modern studios. The transmitting room has a main panel 25 feet long, including all the stages from sub-modulators, crystal, R. F. and rectifying units in a line. The power board is on the opposite side of the room as well as a panel with 100 telephone jacks which can accept relays and split feeds to every station in Australia, besides executive offices and audition rooms. 3UZ has been on the air 13 years.

WEEI, Boston, is installing new Western Electric monitoring equipment. The new control setup includes a separate booth and panel for each studio. The station has also installed a clients' audition room and additional offices.

FRED BOWEN, former sound effects engineer of KHJ, Los Angeles, and RCA Victor Co., Hollywood, has joined the staff of the Freeman Lang sound studios in similar capacity.

They Know WLS

E. A. FELLERS
Mantle Lamp Company of America
Chicago, Illinois

"Seven consecutive years on WLS has proved to us that the great WLS audience has unquestioned faith in any advertiser utilizing WLS facilities."

The friendship and trust that exist between WLS and its listeners is the result of eleven years of good-faith and straight-forward service. Faithful adherence to those items of program best suited to their needs have brought constant listeners. A strict policy of permitting nothing, either on WLS or in its name, which might be objectionable within the home circle, has established confidence and loyalty. Listeners look to WLS for honest advertising—WLS looks to listeners for advertising results. Neither fails the other.

Advertising Results Follow Listener Loyalty

WLS Advertising Is Guaranteed

WLS Was First to Guarantee its Advertising

WLS
50,000 WATTS

THE PRAIRIE FARMER STATION
1230 WASHINGTON BLVD. CHICAGO, ILLINOIS
BURRIDGE D. BUTLER, President — GLENN SNYDER, Manager
NEW YORK OFFICE: Graham A. Robertson, 250 Park Ave.

Serving 20% of America's Radio Homes

NOWHERE in America . . . nowhere in the world for that matter . . . can you find such concentration of buying power as in the group of major markets served by "INTER-CITY PRESENTATIONS".

Linked together by permanent A. T. & T. lines, the 8 stations in the INTER-CITY GROUP serve a total potential audience of 4¼ million radio homes . . . a fifth of the nation's total!

Through their joint policy of catering to local requirements, all 8 stations carry strong sales influence in the respective areas which they serve.

Used individually or collectively, these 8 progressive stations offer to the advertiser the greatest dollar-for-dollar value obtainable anywhere in Radio!

"This is an

WMCA-New York

KNOWN as "New York's Own Station, at the Top of the Dial", WMCA truly reflects the life and tempo of New York's great cosmopolitan audience.

WMCA builds its programs to please the palate of the typical New Yorker who is sports-loving and entertainment-minded.

WMCA continually brings to its listeners features of outstanding civic interest that keep New Yorkers in intimate touch with the goings on in the great metropolis.

This policy of catering everlastingly to the tastes and interests of New Yorkers has made WMCA a favorite among the more than 2½ million radio-equipped families in its service area . . . which takes in every nook and corner of metropolitan New York.

WIP-Philadelphia

POPULARLY known as "Philadelphia's Pioneer Voice", WIP is something more than a broadcasting station.

To Philadephians, WIP is an *Institution*—famed for its unstinted public service — its innumerable "firsts" — its aggressive local showmanship — and its outstanding program features and personalities that appeal strongly to the home-loving folk in America's greatest city of homes.

An extensive Field Survey just completed, (details on request), establishes the area served by WIP as embracing a territory of 21,400 square miles and containing a population in excess of 5 millions!

In the thickly populated metropolitan area, WIP lays down a signal with a wallop—10 millivolts, or better!

INTER-CITY PRESENTATION"

WMEX - Boston

THE greatest single factor in obtaining and retaining listener loyalty is the serving of local interest.

WMEX has proved this is true, and rewards its listeners' loyalty by making available to them through its "Inter-City" hook-up radio's outstanding talent, as well as programs of vital national interest.

THE RESULT . . . enthusiastic acceptance and popularity!

WPRO - Providence

FIRST in Coverage! FIRST in Showmanship! FIRST in modern technical equipment! FIRST in studio facilities!

Rhode Islands percentage of radio homes is 90.1% and WPRO has 1,225,578 potential listeners who spend $284,082,000 yearly in retail outlets.

WPRO offers complete coverage of New England's second largest market. Write for new booklet.

WLNH - Laconia, N.H.

WLNH covers the entire State — a radio feat made possible because of geographical location, conditions of terrain, altitude and vast water areas.

Located in the heart of New Hampshire — extreme in altitude, surrounded by 12 lakes which attract some 100,000 summer residents. Thousands come to New Hampshire too, to enjoy the winter sports along the noted Winnepesaukee — a region known as "The Switzerland of America".

WLNH has steadily gained listener interest through programs that please both city and rural audiences in its vast service area.

WDEL - Wilmington

WDEL, established 1922, furnishes intense coverage of a rich industrial and agricultural market that has never experienced adverse economic conditions.

The state's only full-time radio outlet, WDEL services not only most of Delaware, but large portions of New Jersey, Maryland and south-eastern Pennsylvania.

Get results in a market where people have money to spend—and spend it—use WDEL, "Delaware's Voice in the Air."

WCBM - Baltimore

IN metropolitan Baltimore,—with its close to a million population, — WCBM offers the ideal blend of mass and class audience.

Result: WCBM enjoys more local business and has more renewed uninterrupted advertising contracts than any other station in Maryland!

WCBM advertisers continue to advertise on WCBM because it produces sales results at lowest average cost.

WOL - Washington

WOL—"Washington's smallest station with the biggest voice"—offers best results per dollar in the rich Washington market where per capita retail sales are higher than in any other major market in America!

Present indications of 1935 threaten a total sell-out of "spot" advertising time. May 1935 sales were 144% over last year! June increase still greater!

Numerous long term advertisers attest the RESULTS that WOL obtains for its clients in this important market.

Five CBS Stations Take UP; Three More Acquired by INS

Transradio Says 51 New Clients Signed Since May 1; NBC Stations Still Negotiating for News Reports

SIGNING of five CBS owned and operated stations for the full news reports of the United Press and of three more important stations by the International News Service was announced June 24 by the two press associations.

After several weeks of negotiations UP made known that, beginning July 1, it will provide its news reports, available for sponsorship, to KMOX, St. Louis; WBT, Charlotte, WJSV, Washington; WKRC, Cincinnati; WCCO, Minneapolis. Arrangements were completed through CBS but the network itself is not actually subscribing to the service, since it, like NBC, is adhering to the Press-Radio agreement and broadcasting only unsponsored news reports provided by the Press-Radio Bureau.

INS disclosed it had signed WJR, Detroit; WGAR, Cleveland, and WBBM, Chicago, the latter a CBS owned and operated station. These contracts cover the INS-Universal reports. Thus to date INS has signed a total of two dozen stations, including the 13 of the Yankee Network and the five Hearst-operated stations. INS is a Hearst-owned press association.

Basis of Contracts

WITH the addition of the CBS owned and operated stations, UP now has a total of 20 stations subscribing to its reports, aside from the Richfield Oil Co., which uses the report for its *Richfield Reporter* programs over six Pacific coast stations. The contracts with the CBS stations provide that one-fourth of the rate each station gets for sponsorship of the news programs be paid UP, plus a guaranteed minimum, and minus usual discounts and commissions. The INS price is on a flat-rate basis similar to that under which its report is sold to newspapers.

Meanwhile conversations are still in progress between executives of the UP and INS with officials of NBC looking toward contractual arrangements covering these services for NBC's 14 owned and operated stations. Like CBS, however, NBC in adhering to the Press-Radio agreement is not seeking the press association reports for network use but simply for local station sponsorship.

The arrangements between the CBS stations and UP were closed by Edward Klauber, CBS executive vice president, and Paul White, CBS special events chief, with Clem J. Randau, UP general business manager, and Edwin Moss Williams, UP sales manager. Messrs. Klauber and White also closed the INS contract for WBBM.

In the negotiations for the NBC stations, Frank E. Mason, administrative vice president, and William S. Hedges, manager of operated stations, are in charge. So far as is known, the network plans to procure one or the other of the press association services for each of its managed stations.

In an announcement June 21 Transradio Press Service, headed by Herbert Moore, asserted that its private leased A. T. & T. wire system had been extended through the South. The circuits are leased for 19 hours daily. Mr. Moore also announced that since May 1, even against the competition of the older press associations, it had gained 51 new clients. To 39, he said, service already has been started, while the remaining 12 have accepted terms for service.

Among the new Transradio clients is the *Athens* (Ga.) *Daily Times*, which "has discarded the older type of press association service to inaugurate the new." Procurement of the service was announced by the newspaper during the week of June 1 with full-page advertisements.

"With the extension of its private leased wire system through the South," said the announcement, "Transradio consolidates its strongly dominant position in this section. Approximately nine-tenths of the stations in the South have shown their preference for the service of Transradio or its affiliate, the Radio News Association." Among them are the following stations: WLAC, Nashville; WDOD, Chattanooga; WNOX, Knoxville; WNBR, Memphis; WDSU and WWL, New Orleans; KWKH, Shreveport; KMLB, Monroe; WAPI and WSGN, Birmingham; WSFA, Montgomery; WJBY, Gadsden; WAGF, Dothan; WOPI, Bristol; WNRA, Muscle Shoals; WRVA, Richmond; WLVA, Lynchburg; WBTM, Danville; WGH, Newport News; WSVA, Harrisonburg; WJTL, Atlanta; WMAZ, Macon; WRBL, Columbus; WRGA, Rome; WKEU, Griffin, WGPC, Albany; WTOC, Savannah; WQAM, Miami; WMBR, Jacksonville, WMFJ, Daytona Beach; WSPA, Spartanburg; WIS, Columbia; WPTF, Raleigh; WSOC, Charlotte; WBIG, Greensboro; WDNC, Durham; WJDX, Jackson; KARK, Little Rock.

Transradio also announced that John Van Cronkhite had been named head of Transradio's Southeastern division, with headquarters in Atlanta. His assistant is Reavis O'Neal. Mike Thomas, Southern sports writer, also has been assigned to the Atlanta office.

Kroger Coffee Discs

KROGER GROCERY & BAKING Co., Cincinnati (dated coffee) is using WBS transcriptions for an educational program titled *Hot Dates in History*. The broadcast originates as a "live" show at WLW, Cincinnati, and goes over the wire to WGN, Chicago, where it is recorded by the WBS Chicago office. Stations broadcasting the 15-minute discs are KMOX, St. Louis; WJR, Detroit; WTAM, Cleveland; WHAS, Louisville; WCAE, Pittsburgh; WDAF, Kansas City; WMC, Memphis; WTMJ, Milwaukee; KLRA, Little Rock. Ralph H. Jones Co., Cincinnati, planned and placed the program.

Richfield News Setup

REVISION of its setup for the nightly *Richfield Reporter* from Los Angeles to the NBC-KPO network was put into effect June 24 by NBC. Richard Ames, who has been rewriting the Press-Radio news for NBC on the Richfield program, has resigned. Under the new organization U. P. news has supplanted Press-Radio. U. P. will supply a man to rewrite its bulletins into commentator style for the 10 p. m. programs. The contract for the *Richfield Reporter*, who is Sam Hayes, has been renewed for three years. H. C. Bernsten Adv. Agency, Los Angeles, handles the account.

Audible Journalism Shares '34 Awards

NBC and CBS Are Included In Achievement Citations

RECOGNIZING oral journalism as being on a par with printed and photographic journalism, the National Headliners Club at its second annual frolic in Atlantic City June 21 included NBC and CBS in its 10 awards for journalistic achievement during 1934. Newspaper, photographic agency and newsreel workers won the eight other awards, which were sterling plaques, desk radios and a week's vacation as guest of the Headliners Club in Atlantic City.

NBC won its award for its coverage of the stratosphere flight last year, in which the occupants of the Army-National Geographic gondola described their sensations over the network as the balloon actually collapsed and descended. O. B. Hanson was particularly commended for handling the technical details. William Burke Miller, NBC director of special events, accepted the award.

Coverage of Fire

CBS was cited for its splendid coverage of the Chicago stockyards fire, with Bob Kaufman of the Chicago staff specially commended for mustering the news and announcerial staff. Paul White, CBS special events director, accepted the award.

James Barrett, director of the Press-Radio Bureau and chairman of the awards committee, made the presentations which were broadcast over the NBC-WJZ network. Other members of the committee were: J. V. Connolly, president of INS; Frank Mason, vice president of NBC; Carl Ackerman, dean of the Columbia School of Journalism; Earl J. Johnson, news editor of the U. P.; Harvey Wonsell, editor of Pathe News; Walter Howey, director INS photo service; Martin W. Eyrauch, managing editor of the *Brooklyn Eagle*, and Louis M. Herman, chairman of the Headliners Club.

The Headliners Club was formed by the Atlantic City Press Club and city officials of Atlantic City two years ago.

DREZMA Inc., New York (cosmetics) is making a new series of five-minute WBS transcriptions on which the station list will be determined at a later date.

Getting News via Radio Fast Becoming a Habit, Declares Harold Hough

BROADCASTING of news is here to stay and is reaching the "habit" stage with listeners, according to Harold Hough, pioneer radio executive and treasurer and circulation manager of *Fort Worth Star-Telegram* as well as manager of its station, WBAP. Hough formerly was known on the air as "The Hired Hand of WBAP". His views were expressed at the 27th annual convention of International Circulation Managers Association, which met June 20 in Cincinnati.

"The bars are down," Mr. Hough told the convention, "and the amount of news on the air today, while more than ever before, is but a patching to what will be on the air within a few weeks. It so happens that the newspaper for which I work is a pioneer in broadcasting, and for 12 years I have managed the radio for our newspapers. During the day my job is to try to sell the news, and during the night I am working to give away the stuff I have been trying so hard all day to sell.

"News broadcasting is not going to take the place of newspapers, but it's not going to help them either. The fellow who 'has not time to read', who 'can't afford it', who 'buys it downtown'—his news appetite has never been so very great, and there are many of his kind. Without them, it means the differencee between a loss and a gain to many of us. His sales resistance is not going to be lowered whenever he feels he needs a little.

"Newspapers, as at present issued, in a great many cases may have to be radically changed to meet this era. It's a problem for the editors."

RCA Pacific Shifts

J. E. FRANCIS, formerly manager of the RCA Photophone division, has been placed in charge of all Pacific Coast activities of the RCA Mfg. Co., with headquarters in Hollywood. He arrived from Camden early in June. His supervision includes sound equipment and transcription work. RCA Victor Co. also announces that it has moved its service and broadcasting equipment departments in San Francisco from the Russ Bldg. to the RCA Mfg. Co. Bldg., 170 Ninth St., with W. H. Beltz as division manager in charge of transmitter sales.

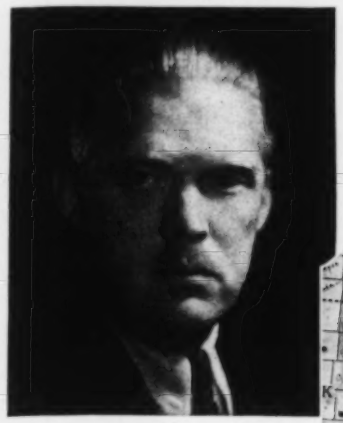
New NBC Sales Office

A NEW sales office in Los Angeles was opened in June by NBC, with Sydney Dixon in charge. It shares a suite with the NBC press division in the Richfield Bldg. Mr. Dixon will report to San Francisco, where he formerly was manager of sales West of Denver.

Libel Suit Deferred

SUIT brought by KNX, Hollywood, against the *Los Angeles Times* for libel, slated for Aug. 1, has been postponed until Dec. 1 by mutual agreement. The case grew out of an editorial in the newspaper commenting on the KNX stand on news programs.

KANSAS CITY'S DOMINANT DAYTIME STATION



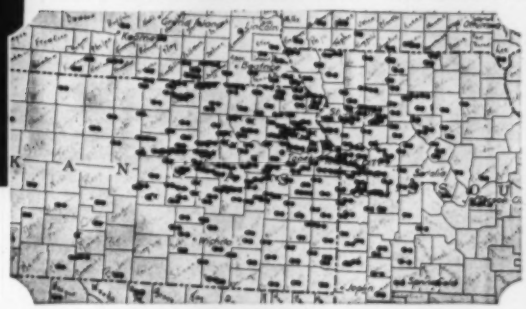
WHB'S GENERAL MANAGER JOHN T. SCHILLING

From 1914 to 1916 an enthusiastic "ham", then successively and successfully a Naval radio instructor, "Sparks" at sea, and an assistant to Dr. Lee DeForrest, "Father of Radio". In 1922, co-founder of WHB, a famous pioneer among American radio stations.

SOME advertisers have come to depend on WHB as the "station that guarantees time." Others, who gotta have inquiries to stay on the air, have learned that WHB is a champ mail-puller. Still other advertisers use WHB to make sales direct—from their own branch stores or through dealers. And do they make 'em! Retailers who live here and *really know* Kansas City's listening habits use WHB more than any other station.

One food advertiser found that his quarter-hours on WHB pulled many times more Cook Book requests than his chain programs on another Kansas City station. Several other national advertisers began to use WHB to get the coverage in Kansas City that their network programs failed to deliver. If you have the "blues" about the effectiveness of your chain coverage in Kansas City, WHB can cure 'em—with *daytime broadcasts!* We're sorry we don't have night-time facilities, but we just don't, mister! So we strive to build *night-time-sized audiences in daylight!* It's a case of "making hay while the sun shines"—and WHB can do it for you!

Competitors' surveys of this area usually rank themselves first—and WHB second. Which is pretty good, considering (or because) we're a daytime, independent station. It's a fact that when you ask enough listeners to get a *true cross-section*, you find out that WHB is indisputably *first* in daytime popularity. It's a fact, also, that more WHB programs are imitated by competitors than those of any other one station in these parts. Well, thank goodness we're able to have a few *ideas* now and then!—and thank goodness for Variety's rating of WHB as first in showmanship! Yeah, we said "*goodness*"! . . . Well, anyhoo, just try WHB when you broadcast in Kansas City—and you'll discover that here is one radio station that believes in delivering more than mere kilocycles and watts! Shrewd broadcast-buyers have found that we deliver results as well! . . . . . Play, Don!



WHB "LISTENING" MAP

Coverage compiled not by engineers—but by correspondents of the U. S. Department of Agriculture. A map that shows not where they MIGHT listen, but where they DO listen!

WHB'S WESTERN ELECTRIC TRANSMITTER

They hear it "way out west in Kansas," and half-way across Mizzou . . .

WHB RADIO SHOW

On occasion, crowds like this fill Kansas City's Convention Hall to see their WHB favorites. Some fun, eh kid?

WHB "LITTLE THEATER OF THE AIR"

With the daily "Frolic for Shut-Ins" on stage. Crowds like this come every week-day—and just *try* to get in on Saturday!

WHB'S FAMED TRAFFIC COURT

Now they have broadcasts like it in Chicago, Pittsburgh and points east. In Kansas City, the death rate from motor car accidents is way down!

WHB'S PRESIDENT DON DAVIS

In 16 years since graduating in journalism at the University of Kansas, a salesman, advertising manager, agency partner, account executive, radio enthusiast. Believes in delivering the advertiser "more than mere kilocycles and watts—results."

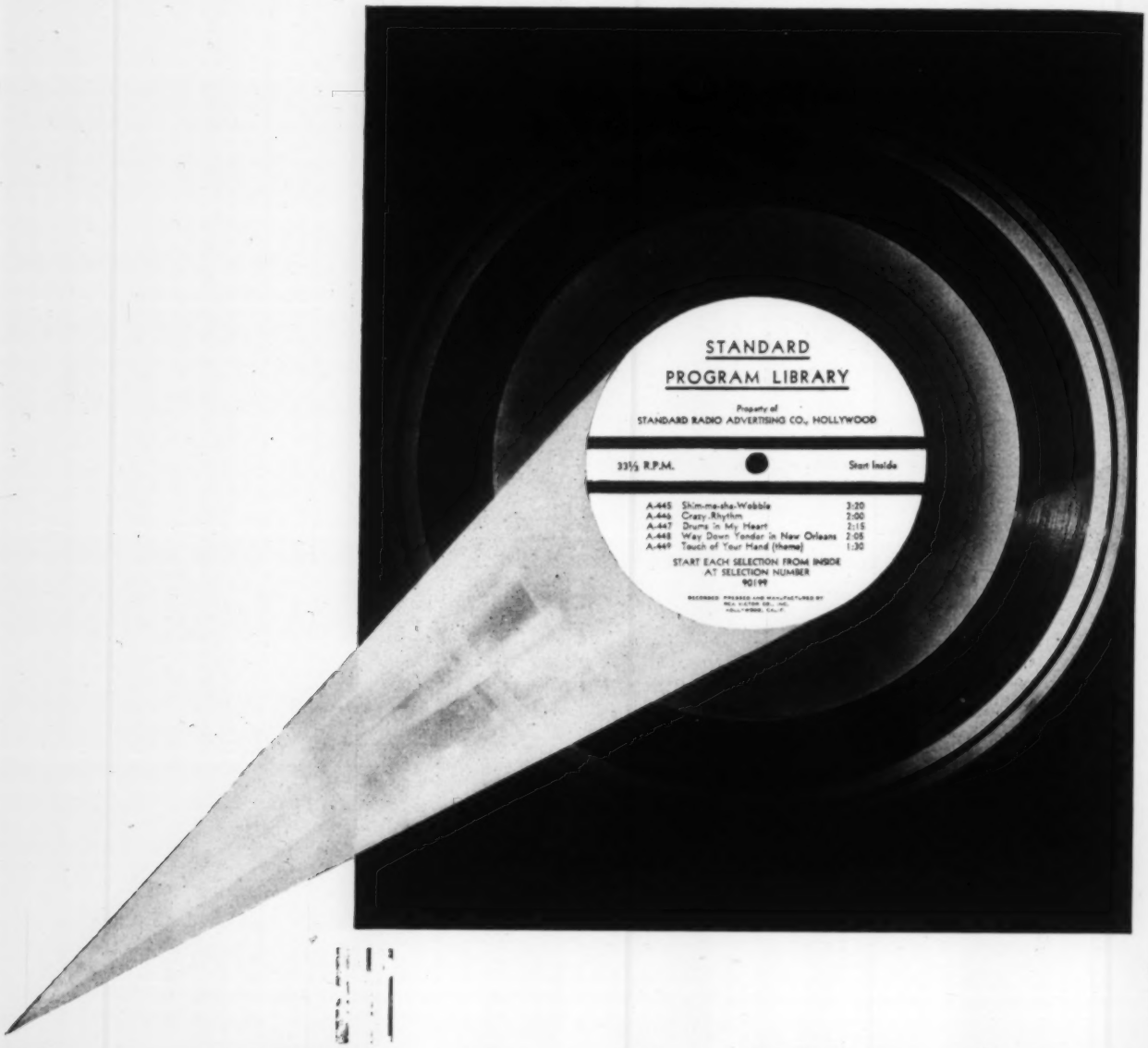
WHB'S MARINE DECK

Sure it's different . . . just as WHB is different! It's no Radio City Roof Garden such as they have in New York; but from here Kansas Citians get a swell view of America's finest airport!

WHB

FACT BOOK • FREE!

64-pages of pictures, people, programs, popularity polls. If you're spending money for radio advertising in the Kansas City area, you owe it to yourself to read a copy. SENT FREE ON REQUEST. Shows why WHB delivers the "most listeners per dollar" of advertising expenditure.



THIS LABEL Spells PROFITS For BROADCASTING STATIONS

1. LOWERS COST OF SUSTAINING FEATURES.
2. SOLVES PROGRAM PROBLEMS OF LOCAL AND SPOT ADVERTISERS.

STANDARD RADIO *Advertising Co.*

To profit, a station demands two things of its programs — low production costs and listener-building *quality*. At the right is a list of some of the more prominent stations now subscribing to the Standard Program Library. This library is a new aid to both station and advertiser, giving the advantages of a complete staff of singers, novelties and orchestras in a highly convenient form and at a lower cost than possible by other means.

The Standard Program Library is a complete service. From hundreds of selections programs can be chosen and built comparable to fine live talent. The Library is not a conglomerate assembly of music done by dozens of different groups but by a staff organization of talent which fits together smoothly in any combination.

Stations are supplied with usable continuity written by expert radio writers sufficient for one hour of programs daily. With the Library is supplied a complete four-way cross reference file and other aids for easy program building. Stations are also freed from the irritation and

STANDARD RADIO

6404 HOLLYWOOD BOULEVARD, HOLLYWOOD

expense of multiple commissions as Standard Radio is solely a program building organization and does not sell time or accept commissions.

Recordings are made at the Hollywood plant of RCA-Victor by the same experts who score and record music for RKO Pictures and other major Hollywood motion picture studios. The entire operation of recording, processing, pressing and shipping is done under one roof. High-fidelity throughout this laboratory is considered one of the finest in the world.

Pressings for the Standard Program Library are on Victrolac, a non-breakable, semi-flexible material with the lowest ratio of surface-to-signal of any available today. This material has the added advantage of being free from pops and other noises caused by inherent irregularities in other pressings.

This combination of highest-quality high-fidelity recording and Victrolac pressings gives the station using Standard Radio discs a practically true-to-life reproduction on the air, not possible by inferior methods.

With Standard Radio production centered in Hollywood not only does the Library furnish different material and new voices but assures stations the advantages of every new improvement in sound engineering as fast as these improvements come out.

Whether used by advertiser or station this Library furnishes a comprehensive array of high-grade talent with a flexibility and ease of assembly not possible by other means and a cost which is just a fraction of comparable talent. Full information on charges for use of this service nationally is available upon request to our Chicago office, 180 North Michigan Avenue. If you want exclusive use of this fine service in your territory, at the present low rates, communicate immediately with either our Chicago or Hollywood offices.

What You Get In STANDARD PROGRAM LIBRARY . . .

Hundreds of selections made by a complete staff of singers, novelties and orchestras.

Continuity for one hour of programs daily written by expert radio writers.

Complete 4-way cross-reference file and aids for easy program building.

RCA-Victor high-fidelity recording—the finest money can buy.

Pressings on Victrolac, non-breakable, semi-flexible material with lowest ratio of surface-to-signal of any available.

Lowered production costs for both sustaining and sponsored programs.

No commissions—Standard Radio is solely a program building organization.

WHAT USERS SAY ABOUT STANDARD PROGRAM LIBRARY!

". . . is saving this station nearly $500 weekly on talent bills . . ."

". . . sold local department store 30 minutes daily on year's contract using Standard Library. Needless to say we think it's great . . ."

". . . express our appreciation for the fine service you are rendering."

". . . believe your service most flexible and useful in general of any available to stations."

". . . the last group of selections in particular are really marvelous."

". . . our audience likes your transcriptions and accepts them as equivalent to live talent."

". . . material is giving us excellent service. We have had many comments on the realistic reproduction of voice and music."

". . . those new pressings of yours on RCA Victrolac are really the finest transcriptions we have ever had at this station."

The originals of these letters are on file in our Hollywood office. Certified copies will be sent to any interested party.

WHERE THE LIBRARY RECORDS ARE MADE

• RCA-Victor plant, Hollywood, Calif. This is one of the most modern plants in the world and has every late technical advance in the art of recording. Here every process connected with the production of Standard Program Library Records is done under the one roof.

FOR AUDITIONS
See us at the
NAB CONVENTION
•
COLORADO SPRINGS
July 6-10, Suite 701-3-5-7
HOTEL BROADMOOR

MAKING THE LIBRARY RECORDINGS

• The Standard Program Library recordings are made at the Hollywood plant of RCA-Victor by the same experts who score and record music for RKO Pictures and other major Hollywood studios. The group shown here are making recordings for the Library.

Subscribers to STANDARD Program Library

NBC

WCAE	Pittsburgh, Pa.
WFIL	Philadelphia, Pa.
WTMJ	Milwaukee, Wis.
KOMO	Seattle, Wash.
KGW-KEX	Portland, Ore.
KHQ-KGA	Spokane, Wash.
WOW	Omaha, Neb.
WFAA	Dallas, Tex.
KTAR	Phoenix, Ariz.
WPTF	Raleigh, N. C.
KGHL	Billings, Mont.
KSO	Des Moines, Ia.

CBS

WBBM	Chicago, Ill.
KMOX	St. Louis, Mo.
WNAC-WAAB	Boston, Mass.
KSL	Salt Lake, Utah
WKRC	Cincinnati, Ohio
WJSV	Washington, D. C.
WREC	Memphis, Tenn.
KTUL	Tulsa, Okla.
KLZ	Denver, Colo.
WHEC	Rochester, N. Y.
WIOD	Miami, Fla.
WEAN	Providence, R. I.
WOKO	Albany, N. Y.
WIBW	Topeka, Kans.
WFBM	Indianapolis, Ind.
WOC	Davenport, Ia.
WICC	Bridgeport, Conn.
WMBD	Peoria, Ill.
KMBC-W9XBY	Kansas City, Mo.
WALA	Mobile, Ala.

INDEPENDENT STATIONS

WXYZ	Detroit, Mich.
WHBU	Anderson, Ind.
KFWB	Los Angeles
WTCN	Minneapolis
WCOL-WBNS	Columbus, O.
WEBR	Buffalo, N. Y.
WABY	Albany, N. Y.
W1XBS	Waterbury, Conn.
WIBM	Jackson, Mich.
KCRC	Enid, Okla.
KGFF	Shawnee, Okla.
XEBC	Agua Caliente
WINS	New York City
KGHI	Little Rock
WJTL	Atlanta, Ga.
WAIM	Anderson, S. C.
KSFO	San Francisco
WPAY	Portsmouth, O.
WFDF	Flint, Mich.

ALSO

2 GB	Sydney, Australia
	Puerto Rico
	Cuba

ADVERTISING COMPANY
180 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS

Spearman Resigns As FCC Counsel; Gary Is Mentioned

Frank Roberson, Now Assistant, Also Suggested for Place

Mr. Spearman

PAUL D. P. SPEARMAN, for the past year general counsel of the FCC, announced his resignation June 24, effective June 30, to return to the private practice of law. The resignation was not unexpected since Mr. Spearman had made known upon his assumption of the general counselship in July, 1934, that he intended serving only a year.

The FCC was expected to announce Mr. Spearman's successor simultaneously with or shortly after he leaves. There is strong possibility that former Commissioner Hampson Gary, of Texas, a practicing attorney in Washington, will be named to the $9,000 post. Mr. Gary, formerly American Minister to Switzerland, served on the FCC from its inception last July until Chairman Anning S. Prall took office in January.

Mr. Gary

Also being endorsed for the post is Assistant General Counsel Frank Roberson, Mr. Spearman's chief aide. A former county judge at Pelham, N. Y., where he formerly practiced law, Mr. Roberson originally hailed from Mississippi, the home state of Mr. Spearman. Both Mr. Gary and Mr. Roberson are Democrats. Whether there are other candidates could not be ascertained.

Mr. Gary's appointment is regarded as a distinct possibility because of the high regard in which he is held by members of the FCC with whom he served and because he is closely allied with the administration. He served the interim appointment on the FCC for six months because Mr. Prall, who had been previously named to the former Radio Commission, could not serve on the agency until the new Congress convened inasmuch as he was a member of the Congress that created the FCC.

Organized Department

MR. SPEARMAN joined the FCC and organized its law department a year ago, leaving a private law practice in Washington. It is understood he will specialize in radio and communications law. Mr. Spearman had been an assistant general counsel of the former Radio Commission having served from January, 1929, to September, 1931.

In his letter of resignation to the FCC, Mr. Spearman mentioned the personal sacrifice involved when he left private practice to join the FCC. He pointed to the success attained by the FCC since its creation and added: "If I may be permitted to claim a small share of the credit for this success, I shall be happy." He said also that he believed the present staff of the Law Department is "equal to any problem which may confront it." He asked that his resignation be effective June 30.

It became evident that Mr. Spearman and possibly other members of the law staff would leave the FCC after the FCC had adopted on May 1 a resolution offered by Commissioner Payne which provided that after July 1 no FCC employe leaving the agency would be permitted to practice or appear before it for two years. This stringent rule subsequently was modified to cover only attorneys at law, because in its original form it was found that it might operate to exclude engineers, accountants and others on the staff.

George Shackley Starts Company to Produce and Sell Premiums to Radio

Mr. Shackley

TO DEVOTE his full time to the presidency of Treasure Chest Inc., an organization for the creation, manufacture and sale of radio premiums, George Shackley, musical director of WOR, has resigned effective July 1. Mr. Shackley is one of radio's pioneer musicians and conductors, having been organizer and member of the *Fireside Boys* on the old WJZ.

He is associated in the Treasure Chest enterprise with William Glassmacher, formerly with the NBC copyright division. Together they claim to have edited and arranged 80% of all song folios on the market.

Treasure Chest Inc. has its offices at 145 W. 45th St., New York. and its first order was for 500,000 copies of *Songs of the Show Boat*, distributed by General Foods Inc. as a premium in connection with its *Maxwell House Showboat* and the NBC-WEAF network. An order for 25,000 for Canadian distribution has also been received. Song books and games are the firm's specialties, the *Showboat* volume being a 64-page compilation of old favorites.

Steamship Line Series

CHICAGO, DULUTH & GEORGIAN BAY TRANSIT Co., Chicago, is sponsoring 13 five-minute WBS transcriptions thrice weekly on KMOX, St. Louis; WJR, Detroit; WBBM, Chicago; WLW, Cincinnati; WOWO, Omaha; KMBC, Kansas City; WTAM, Cleveland; WGY, Schenectady. Campbell-Ewald Co. Inc., New York, is the agency.

Shinola Announcements

GOLD DUST Corp., New York, has recorded a series of one-minute announcements for Shinola shoe polish. Batten, Barton, Durstine & Osborn Inc., New York, the agency, is placing the account on WMAQ, WJR, KSD, WFBR, KDKA, KFRC, WTMJ, WBEN, WCCO, WSMB, WCKY, WEEI, WSB, WSM, KLRA, WFAA, WAPI, WOR.

SELLING CLOTHING
Miller Chain of Stores Finds Radio Booms Business

"THE COST of radio advertising is less than half, by actual count, as compared to other media," according to O. J. Miller, president of the O. J. Miller Co. Inc., operating a chain of clothing stores in the Midwest.

Turning to radio this spring in connection with advertising for the Tulsa store, Mr. Miller adopted weekly minstrel, amateur and musical shows over KTUL, Tulsa. Interest in the amateur program is checked by the number of votes the amateurs receive from the listening audience.

Efficiency of radio, says Mr. Miller, "is largely due to the fact that the 'old must give way to the new'—the printed word at its best is but cold type. This is the day for animation—and I know of no better way to have animated advertising than by word-of-mouth over the radio."

Radio Is Prominent At Pacific Session

Advertising Clubs Consider Many Broadcast Problems

SPOKESMEN for radio and advertising from all parts of the West Coast were in attendance at the 32d annual convention of the Pacific Coast Advertising Clubs Association held in San Diego, Cal., June 23-27. The radio departmental session on June 26 was presided over by John Wells, former program director of KFSD, San Diego, with C. P. MacGregor, president of MacGregor & Sollie Inc., San Francisco transcription producers, as vice-chairman.

Paul Keston, CBS vice president from New York, one of the principal speakers, had for his subject "New Developments in Chain Broadcasting". Don E. Gilman, NBC western division vice president, San Francisco, spoke on "Radio Successes". Harold Deal, president of the San Francisco Advertising Club, and also advertising manager of Associated Oil Co. of California, discussed "Broadcasting of Sport Events".

Agencies and Spots

"RADIO'S part in the Success of the Formay Product" was discussed by V. M. Ekdahl, General Manager, Formay Refinery of Swift & Co., Los Angeles. Ray Morgan, head of the Ray Morgan Adv. Agency, Los Angeles, spoke on "The Agency Looks at Spot Broadcasting".

Through the efforts of Mr. MacGregor, the two principal speeches were broadcast from the radio departmental session. Deal's talk was broadcast on the Pacific Coast over the facilities of the Don Lee-CBS network from 10:30 to 11 a. m. Mr. Keston was heard transcontinentally over CBS from 11:30 to 12 noon.

KNOX, Co., Kansas City (Cystex) has placed a 26-week schedule of weekly 15-minute programs on TIEG and TIGP, Costa Rica; CMW, Havana; HP5B, Panama City; HIX, Santo Domingo, and KZRM, Manila.

General Household Gets Results With Local Disc Tieups

Dealers' Spots Cost Little But Prove Fine Sales-getters

GENERAL HOUSEHOLD UTILITIES Co., Chicago (Grunow) gets 1400 quarter-hour programs on 105 stations for $6,500 declares Duane Wanamaker, advertising director of the company, who credits spot broadcasting with increasing sales and bringing dealers in a closer bond with the company.

"There are about five hundred radio stations in the United States," said Mr. Wanamaker, "and while chain broadcasting is good and we make use of it, it must be apparent that when the average chain broadcast only covers approximately 50 stations, 450 other stations are being neglected. In all of these cities and towns where these stations are located we have good dealers."

Addressing the recent AFA-NAB departmental in Chicago, Mr. Wanamaker explained his company's methods. He continued: "These dealers want to tie up with our broadcasting. Many of them have time contracted for anyway and as programs are difficult to make up from local talent, they are only too glad to use our 15-minute transcription recordings. Each season we make up thirteen 15-minute programs on records and through the cooperation of the radio stations and our wholesale distributors we get these programs used on more than one hundred stations, twice a year.

Dealer's Message

"IN OUR opinion, many people feel toward a local radio station as they do towards their hometown newspaper. Further, in the daytime it is difficult even with present-day radio to get distant reception. Therefore, daytime shots on the smaller stations are doubly important.

"In making up our programs we leave one minute at the end while the theme song is playing for the local announcer to give the dealers' own message such as, the terms on which he sells our product, his address, etc., and in this way we get a direct tie-up. We like transcriptions also because our message about our direct product cannot be altered, but a newspaper mat, for instance, can be changed by the dealer.

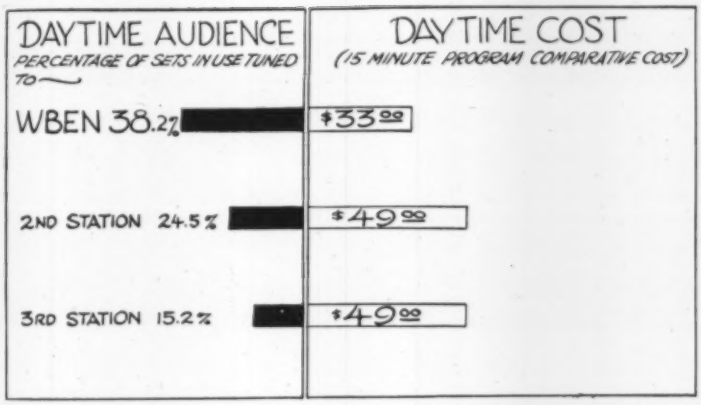
"To make a brief comparison of cost a half-hour of our chain broadcast on 50 stations with talent charges costs us $8,100.00. This season by loaning our transcriptions to dealers and distributors who pay the charges for running them, we have a total of 1400 quarter-hour programs on about 105 stations at a total cost of about $6,500."

MRS. SHIRLEY GARWIG BERCHTOLD, radio singer and wife of Jack Berch, of the artists staff of WLW, Cincinnati, died June 10 at New Castle, Pa. Before joining WLW, Mrs. Berchtold had sung with her husband at KDKA, Pittsburgh, WTAM, Cleveland, and on an NBC network.

16,000 Listeners Tell Crossley—

IN BUFFALO

It's WBEN



WBEN has 56% larger average daytime audience than the second Buffalo station.

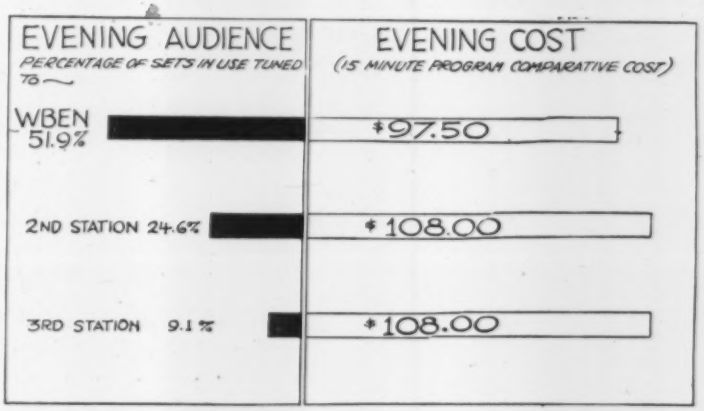
WBEN has 151% larger average daytime audience than the third Buffalo station.

CROSSLEY, INC., studied six consecutive days from 9:00 A. M. to 6 P. M. daily. A total of 54 daytime hours surveyed.

WBEN has 111% larger average evening audience than the second Buffalo station.

WBEN has 470% larger average evening audience than the third Buffalo station.

CROSSLEY, INC., studied seven consecutive nights from 6:00 P. M. to 10:00 P. M. nightly. A total of 28 nighttime hours surveyed.



PAMPHLET ON REQUEST

REPRESENTATIVES
EDW. PETRY & CO., INC.

NBC—BASIC RED

WBEN—Radio Station of the BUFFALO EVENING NEWS

HOTEL STATLER
BUFFALO, N. Y.

1000 WATTS 900 KCS.

Artists Organized To Combat 'Piracy'

Seek to Stop Use of Records Without Their Permission

UNDER the leadership of Fred Waring, a group of more than 100 radio artists have formed an organization to combat alleged piracy of their recorded works by radio stations. The combine, which has been in formation for more than two months, will be known as the National Association of Performing Artists. It will attempt to stop the practice, alleged to be common especially among stations, of broadcasting from records without the permission of the recording artist.

President and chairman of the combine is Fred Waring. Meyer Davis is vice president; William Murray, business manager; Joseph Pasternack, secretary, and Don Voorhees, treasurer. The board of directors is made up of Guy Lombardo, Paul Whiteman, Lawrence Tibbett, George Gershwin, Fritz Reiner, Louis James, Ray Noble, Walter O'Keefe and Frank Crumit. The temporary headquarters of organization is at 1697 Broadway, New York.

Recording Records

OFFICERS of the new association say that unauthorized broadcasting of records had been going on for years, but that lately the practice has become particularly flagrant. It was claimed that Bing Crosby has been one of the principal victims according to the association, which asserted that several small Pacific Coast stations have been putting on sponsored Crosby broadcasts from records immediately preceding his regular broadcast on CBS and that for these "pirated" broadcasts he receives nothing.

Not only do they have the regular phonograph records to combat, the artists say, but several companies are recording radio programs as they come over the loud speaker. With commercial announcements omitted, it is said that these are sold to small stations. Several orchestras have stopped making records altogether as a precautionary measure, but find this useless when records or regular broadcasts are sold to stations. Another sore point concerns network programs recorded in advance for non-network stations. These records are supposed to be returned after use, but frequently find their way into some small station's library, the organizers claim.

The new association hopes to stop these practices by securing a change in the copyright laws, giving musicians and actors full control over broadcasts of their records. The group says it plans to try a number of test cases in court.

COUNTESS Olga Albani's reason for her temporary absence from Realsilk's *Silken Strings* program was disclosed last month when it was learned that she was married June 8 to H. Wallace Caldwell, member of the board of Cook County, Ill. She was recently divorced from Count Albani.

HOW CBS COVERED THE FLOOD

Planes, Auto Batteries, "Ham" Sets Are Mustered To Air Recent Catastrophe in Nebraska

By BRUCE ROBERTSON

THE PART that radio can and should play in the gathering and dissemination of news was dramatically illustrated June 2 when three members of the Chicago staff of CBS flew into the flood-stricken region of Nebraska's Republican River Valley and in two thrilling broadcasts brought to the outside world the first authentic account of what had actually occurred.

It was late Saturday afternoon, June 1, when a telegram from Denver reached Frank Falknor, chief engineer of the CBS Western division, telling him that Charles Warriner and Edward Malcolm, two of his Chicago operators who were vacationing in their home town of McCook, Neb., would be unable to return to work Monday because the Republican River had overflowed its banks, isolating McCook for 15 miles in all directions.

Later messages carried the details that the flood had broken Friday at midnight and by 3 Saturday morning all the roads were covered with water, all telegraph and telephone lines were dead, two Burlington trains were marooned there unable to leave in either direction and the only way in or out was by air. The power plant had gone dead so there was no electric lights and no power to operate even an amateur radio station.

Borrows "Ham" Set

TAKING command of the situation Warriner found the best 'ham' set in town, tore it down and rebuilt it to operate on batteries, while Malcolmn rounded up all the automobile batteries in McCook. At 10 a. m. Saturday they made a contact with Denver and got out the first news of the disaster.

As soon as this news reached Chicago, preparations were started to make a broadcast from the flood region, and among the passengers on the 7 o'clock plane for Omaha were Frank Falknor, Bob Kaufman, head of public events and special features for Columbia, and Allan Hale, CBS announcer. At Omaha, KFAB had a car waiting to drive them to Lincoln, but here they were temporarily halted as no one was willing to take them into the flooded territory.

Then they met Robert Bryan Owen, son of Ruth Bryan Owen, American minister to Denmark, and grandson of the famous statesman William Jennings Bryan, who volunteered to take them any place a car could go. With Owen as chauffeur they succeeded in reaching Oxford, Neb., end of telephone, telegraph and railroad.

"We reached Oxford early Sunday morning," Kaufman told BROADCASTING's correspondent, "just as the National Guard was taking control of the town. Rescuers in boats were lifting people from trees and roof tops where they had been marooned in some cases for more than 24 hours. By some fast talking we were able to secure one of the three telephone circuits, Oxford's sole remaining means of communication, and we set up our broadcasting equipment in the Chevrolet garage which had been turned into a relief station.

AIRED THE FLOOD — An eyewitness account from water-bound McCook, Neb., was brought to the CBS network by Alan Hale (left), Chicago CBS announcer; Frank Falknor (center), CBS Western Division chief engineer; Charles Warriner, Chicago CBS engineer, a native of McCook, who was vacationing there as the flood broke.

"At 12:30 p. m. we went on the air. Alan Hale briefly described the scene and then we brought to the microphone a number of people who had survived the ravages of the flood which had swept away their homes and possessions. We did not attempt to interview them in any formal manner but allowed them to tell their own stories in their own words.

Intimate Accounts

"THIS I think is the most important duty of radio in news broadcasting—to bring to the listening public the first-hand accounts of eyewitnesses. It is certainly not the purpose of news broadcasts to include hysterical descriptions full of wild rumors that serve no purpose but to alarm friends and relatives of those concerned. Let me tell you that this flood situation, both at Oxford and at McCook, was bad enough without any dramatizing. I do not think we could possibly have presented a more effective broadcast than the simple stories of these men and women who had seen all that they had been able to build up in their lifetimes swept away in less than an hour."

At the end of the Oxford broadcast word came from New York that time had been cleared for a second broadcast at 10:30 that evening. Determined to reach McCook, if possible, the Chicago crew piled back into Owen's car and after a 250-mile drive over almost impassable roads reached North Platte, where they were able to charter a plane to take them the remaining 80 miles to McCook. Under normal conditions McCook is an easy half-hour's drive from Oxford, about 30 miles along the river road.

When they landed in McCook, at 8:30 Sunday evening, Warriner and Malcolm met them at the airport with the welcome news that the broadcast was all set.

Two Red Cross doctors, two members of the rescue crew, a man who had spent 24 hours in a tree top with an 8-year old girl in his arms, a man who had seen his entire family plucked away, the mayor, the fire chief, and the editor of the *McCook Tribune* were all assembled and ready to tell their stories over the air whenever Warriner gave the world.

For Charles Warriner, although only 20 years old, was at that time the most prominent of McCook's 6,000 citizens. He had built the radio that had put them in touch with the rest of the country. He had pursuaded someone in Denver to fly a 5-kw generator into McCook, which had been set up in front of the movie theater affording some entertainment for the people who had been wandering aimlessly up and down the street. In the morning the generator was used to run the newspaper linotype.

"Thanks to Warriner, our McCook broadcast went off without a hitch," Mr. Kaufman stated. "I was interested to notice that the Monday papers gave first place to the stories of the same survivors we had had on the air the day before. I believe that to be radio's chief function in the news field—to do a human interest job not possible in type, and to bring to the public the stories and voices of those most intimately concerned in the event."

Winners Selected In Listeners' Vote

ALREADY winner two years successively of the radio editor's popularity poll, Jack Benny, comedian of the Jello program, was voted the most popular radio performer in a listener poll conducted by *Radio Guide*, program weekly. More than 1,000,000 votes were registered, it was announced, for selections in six divisions.

The magazine announced that a comparison with results of previous contests disclosed "that the day of the so-called 'low' comedian is passing and that the subtle jest is mightier than the pun and gag of doubtful character." A similar elevation of taste in dramatic and musical presentations also was revealed.

The winners in each group and those who were runners up, in the order of the final tabulations, were announced as follows:

PERFORMER — Jack Benny, Lanny Ross, Eddie Cantor, Bing Crosby, Joe Penner, Fred Allen, Frank Parker, Will Rogers, Edgar Guest, Don Ameche.

DRAMATIC PROGRAM — One Man's Family, Lux Radio Theatre, March of Time, First Nighter, Dangerous Paradise, Today's Children, Red Davis, Mary Pickford, Stock Company, Myrt and Marge, Death Valley Days.

TEAMS—Amos 'n' Andy, Burns and Allen, Jack Benny and Mary, Myrt and Marge, Lum and Abner, Hitz and Dawson, Mary Lou and Lanny Ross, Block and Sully, Marion and Jim Jordan, Easy Aces.

MUSICAL PROGRAM — Show Boat, Rudy Vallee's Program, Jack Benny's Program, Himber's Champions, Fred Waring's Program, WLS Barn Dance, Beauty Box Theatre, Town Hall Tonight, Breakfast Club, Pleasure Island (Lombardoland).

ORCHESTRA—Wayne King, Guy Lombardo, Richard Himber, Ben Bernie, Jan Garber, Kay Kyser, Don Bestor, Fred Waring, Rudy Vallee, Walter Blaufuss.

ANNOUNCERS — James Wallington, Don Wilson, Harry Von Zell, Ted Husing, David Ross, Milton J. Cross, Phil Stewart, Don McNeill, Tiny Ruffner, Jean Paul King.

Announcing

COLUMBIA ENTERPRISES, Inc. is now ready to serve the industry.

Columbia Enterprises will release a number of the finest type of electrically-transcribed programs each month for National and Local advertising, and sustaining time.

Columbia's New Royal Blue Laminated Records and unexcelled facilities for Producing, Recording, and Processing are at the disposal of

Advertising Agencies
Advertisers
Broadcasting Stations

Recording Studios in New York—Chicago—Hollywood

Columbia Enterprises, Inc.

1776 Broadway New York City

Canadians Seeking Greater Freedom In Radio Culture

Programs of Dominion Origin Sought in Greater Number

By JAMES MONTAGNES

CANADA would like greater cultural freedom in the air, Graham Spry, president of the Canadian Radio League, told the June conference of American and Canadian scholars, economists, editors, held at St. Lawrence University, Canton, N. Y. According to Mr. Spry, Broadway should not be the only cultural center of North America. Dr. Alfred N. Goldsmith, American radio engineer, sympathized and felt that a new allocation of wave lengths between Canada and the United States should be left with a neutral body of jurists and technicians.

Emphasizing that Canadian radio evenings start and end with entertainment furnished by United States stations, Spry told the conference that Canadians like American programs but want some cultural development of their own on the air. To this end the Canadian Radio Commission was formed, but he added, it had not yet been sufficiently successful, being given inadequate funds, and since it both formulated legislative policy as well as being its own administrative body to carry out its policy. He agreed that the radio audience of North America is North American, but he felt it less than culturally and nationally healthy that the performance should be almost exclusively American.

Mr. Spry was largely responsible some years ago when the Canadian Radio Commission was first mooted, in moulding public opinion to force the establishment of the commission by the government.

* * *

THE CRC came up for attention again in Parliament with the third reading and passage of the bill on June 20 to extend its life to March 31, 1936. Said Premier Bennett: "There will be no weakening on the part of this government to maintain it (radio broadcasting) as a publicly owned facility. There has been an insiduous campaign to destroy public ownership of radio from the standpoint of public approval." Hon. W. D. Euler, a former Liberal cabinet minister, asked: "What has been done about removing the commission regulation banning freedom of speech?"

* * *

CANADIAN listeners are this year buying their annual radio licenses more rapidly than last year, according to a report of the Department of Trade and Commerce just issued. During the first two months of the present fiscal year, April and May, 417,588 radio licenses were purchased by listeners at $2 each.

Comment on this increase shows that money is somewhat freer. The largest increase was in Quebec province, where 30,318 licenses more were purchased this year than last. Ontario leads with 175,784 licenses, but Montreal to date shows most licensed radio sets with 71,461.

Fans in Stitches

GEORGE FRAME BROWN, author and co-star in the *Tony & Gus* sketches sponsored on an NBC-WJZ network by General Foods Corp., New York, has been commuting from Lenox Hill hospital, New York, to Radio City for the five-weekly series, following an operation. Bed, nurse and paraphernalia were moved by ambulance and a goose-neck microphone was hung over his bed in the studio. While waiting for the West Coast repeat, he was wheeled into the NBC infirmary.

NBC TESTS TALENT BY SUPER-AUDITION

Mr. Cutting

FACILITIES for coaching promising talent have been set up in New York by NBC, with J. Ernest Cutting of the auditions department in charge. The department will have the assistance of an engineer expert in every mechanical phase of broadcasting. In special cases auditions will be recorded to demonstrate microphone requirements.

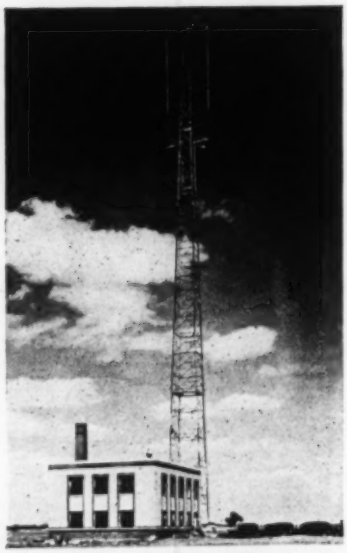
Once a month Mr. Cutting will present his best "finds" to a group of NBC executives as a sort of super-audition where the candidates' possibilities will be weighed for radio, movie, stage and private entertainment bookings.

If the supply of new talent justifies, super-auditions will be held more frequently. Emphasis is to be placed on quality rather than quantity and talent will be given cooperation in preparing to meet marketable standards.

Intercity Rates Published

BASIC rates for the Intercity Group, keyed from WMCA, New York, and comprising eight stations along the Eastern seaboard, were announced June 19 by Donald Flamm, president of the key station and prime mover in the cooperative project. Night rates for the combination are $1,265 per hour, $745 per half hour and $457.50 per quarter hour for a single broadcast. The 26-time night rates are $1,186.50 per hour, $702.50 per half hour and $429.38 per quarter hour, and the 52-time rates are $1,103, $650.50 and $397.13, respectively. Day rates for the hook-up are: One time $701, $413.50 and $252.50 respectively; 26 times $659.25, $338.82 and $236.89; 52-times $612.50, $360.72 and $219.76.

DR. IRVING LANGMUIR, associate director of the General Electric research laboratory and noted physicist, on June 20 was awarded the 1934 Holley Medal for engineering achievement by the American Society of Mechanical Engineers.



NEW WCFL ANTENNA — With the latest in equipment, this Chicago station now is broadcasting from a new transmitter near Downers Grove, Ill. The transmitter is said to be the first high-powered equipment designed as a unit from end to end for high-quality transmission and was developed by RCA. The tower is 490 feet high and self-supporting. Long steel arms at the top extend in circular fashion, with wires dropped down to two other groups of arms located lower on the mast.

FCC Narrows Its Ruling On Departing Employes

BECAUSE of the effect of the previously adopted regulation which prohibits resigning FCC employes from practicing before the agency for two years, upon the engaging of expert engineers and accountants for its regular staff and especially the telephone investigation, the full Commission June 19 revised this rule to limit only "attorneys-at-law" from engaging in cases before the Communications body.

The revised rule, which was offered at the regular full FCC meeting by Commissioner Case, stated that "no person serving as an attorney-at-law in the FCC on or after July 1, 1935 shall be permitted to practice, appear or act as an attorney in any case, claim, contest, or other proceeding before the Commission or before any division or agency thereof, until two years shall have elapsed after the separation of said person from the said service."

The original sweeping regulation had been sponsored by Commissioner Payne last May 1. The revised rule also changed the wording of the original action by eliminating the words "or agent".

G-E Plans Campaign

GENERAL ELECTRIC Co., Schenectady, N. Y., will use radio and other media to introduce a new line of radio receivers, said to be the first to include the metal tubes which G-E developed. J. W. McIver, manager of sales promotion, appliance division, is arranging an extensive advertising campaign. Young & Rubicam, New York, is the agency.

WFIL HAS TIEUP WITH TWO PAPERS

FOLLOWING the signing by WFIL, Philadelphia, of the International News Service contract, the station on June 17 contracted with two local INS newspaper affiliates for what is probably the initial newspaper broadcasting agreement since the Press-Radio pact was dissolved some time ago. The dailies involved are the *Philadelphia Record* and the *Philadelphia Daily News.*

The deal calls for a reciprocal advertising arrangement, with the studio receiving advertising space in return for spot announcements on the four regular news programs. Radio "plugs" for the newspapers are handled by mutual agreement between the station's news bureau and the papers' city desk. The commercial is a tag line attached to the end of the played story, such as— "For complete details of this story, read the *Philadelphia Daily News*".

Price of the spot announcements is figured according to the WFIL rate card. Consequently, if the rate for 30 spot announcements per week is $500, the station receives that amount of advertising space in the dailies. Lineage may be used each day, or allowed to mount up over a weekly period. WFIL ad copy can only be institutional in nature, with no direct mention of commercial accounts on the air.

An unusual angle is the fact that Philadelphia newspapers have been notoriously opposed to any radio affiliation, both from the standpoint of publicity and advertising. It is one of the few major broadcast centers that does not feature broadcast columns, the *News* being the only paper to carry radio comment.

Only 2% For Radio

DEPARTMENT stores of the United States spent only two cents out of every dollar on radio advertising during 1934, according to the annual analysis of their publicity expenses issued by the National Retail Dry Goods Association June 22. Newspapers took 66 cents, payroll 8 cents, production 4 cents, miscellaneous media 5 cents, direct mail 2 cents, total display 10 cents and other outlets 3 cents.

KTAT-KGKO Swap Waves

A SWAP of facilities between two Texas stations went into effect June 24 when KTAT, Fort Worth, went to 570 kc. and KGKO, Wichita Falls, went to 1240 kc. in accordance with a recent FCC grant. They also exchanged power ratings, KTAT going to 500 watts and KGKO to 1,000. KTAT is key station of the SBS network, and expects to cover Dallas as well as Fort Worth by reason of the lower frequency.

Grove Placing Spots

GROVE LABORATORIES, St. Louis (Chill Tonic), has recorded 13 one-minute WBS announcements. The sponsor will place the transcriptions direct, and is now selecting markets.

IN 5 GREAT MARKETS

★ ★ ★ ★ ★

PITTSBURGH **WCAE**

BALTIMORE **WBAL**

NEW YORK **WINS**

MILWAUKEE **WISN**

SAN FRANCISCO **KYA**...

With several Hearst enterprises cooperating, General Mills, Inc. inaugurated sponsorship of International News Service through its "Women's Newspaper of the Air" on these five Stations June 3, 1935

HEARST RADIO

NEW YORK • 959 8TH AVENUE
CHICAGO • 435 N. MICHIGAN AVE.
SAN FRANCISCO • HEARST BUILDING

NATIONAL REPRESENTATIVE

•

PAUL H. RAYMER COMPANY

Convincing Appeal Of Radio Effective In Sales to Women

Quality, Utility Main Factors Asserts Dorothy Sutherland

DESPITE reduced family budgets, women are ready to be sold if the salesperson can create the *desire* for his product and make it seem indispensable to their needs, Dorothy Sutherland, CBS director of trade news, told the Advertising Women of New York recently. Radio can do that selling job, she said, and has done it time and again with a swift-moving effectiveness almost unbelievable in its scope.

"The appeal of radio is direct, personal and intimate," she explained. "It uses the human voice to reach the buyer when she is most ready and willing to be sold. It lifts its product off the bargain counter and presents it individually, and convincingly.

Daytime Audience

"When do women listen? There are millions of women, of course, listening to the radio all through the day. But when we think of a strictly feminine audience we think primarily of daytime listening. The unglorified but no less noble army of home-makers make up the bulk of the daytime audience. These women, professional in their own right, do by far the largest portion of the marketing in the United States. They buy food, household equipment, clothes, home medicines, and have an active part in the selection of all major family investments — the car, the radio, the house itself, and all its fixings.

"Daytime broadcasting has made a record as a *direct advertising medium* to these women.

"There are at least three interlocking factors which contribute to the current effectiveness of radio advertising during the day. These are:

"First, the development of a responsive audience during the day, largely influenced by Columbia's policy of feeding network sustaining programs (instead of local 'bargain' talent) to all our stations free of charge throughout the day.

"Second, the steady increase in the number of radio homes, counted in millions every year . . adding millions in circulation to the daytime radio audience.

"And third, the improvements in broadcasting facilities and radio sets.

"A glance at the CBS daytime records will show how this effectiveness is measured. Consistency is of primary importance . . More than HALF of Columbia's daytime advertisers in 1934 were on the air for *over a year*. One out of every four was on the air for *over two years*. 84.8% of Columbia's 1934 daytime advertisers *renewed* their contracts. (Curiously enough this is a slightly larger percentage of renewals than those effected for evening programs — another indication of the tremendous influence of women in the radio audience.)

"Similarly, the total volume of Columbia's daytime business has mounted steadily, more than doubling itself in two years. And in two and a half years, the average expenditure per daytime advertiser has increased *more than 130%!* Obviously, the advertisers whose radio expenditures these figures represent have discovered that daytime broadcasting pays . . that housewives not only LISTEN . . but BUY.

"Now if you've ever worked in a department store and tried to sell a hat or a floor mop or a jar of cold cream to a woman . . any woman . . you know what I mean when I say that selling to a woman is no easy job. Yet, with all their buying idiosyncracies, women have cultivated a deepseated skepticism. They are no longer gullible in the sense that they will buy any mousetrap that comes wrapped in pink tissue paper.

"Sales stories today must be based on convictions—on convincing facts, on convincing emotions. Recent consumer surveys have shown that quality and usefulness have replaced price as the final determining factor in any purchase."

SHOW MUST GO ON
KDKA Engineers Work at Bottom Of Pond With Mine Mask

IT TOOK deep-sea diving to keep KDKA, Pittsburgh, on the air recently when trouble arose in the regular and emergency water pumps, which protect a number of 100 kw. tubes.

George Saviers, pick-up operator, and S. M. Sollie, transmitter operator, donned mine rescue masks and bathing suits to repair an alemite fitting in the artificial pond, working 10 feet under the surface in turns using light from a 200-watt bulb.

The idea of using mine rescue equipment was Saviers', who once was a mine rescue worker. When the pumps went out of commission, he demonstrated his plan in a natatorium, with D. A. Myer, KDKA plant manager, watching. Then he and Sollie went to work in the 40-degree artificial pond, working in shifts because of the cold water.

WWJ Begins Erection Of Its New Transmitter

WWJ, Detroit, has started installation of a new high-fidelity 1 kw. transmitter of Western Electric design at Eight Mile and Meyers Roads, near Detroit. A new operations building is being erected as well as a 414-foot vertical radiator. Necessary studio changes will be made to attain complete high-fidelity.

Equipment is to be glass-inclosed so visitors may watch it in operation. In the lobby will be the 20-watt transmitter which the station started Aug. 20, 1920. A completely bonded room will be set aside for airplane reception. Dinette, showers and sleeping accommodations are provided. Construction is expected to require about six months.

AUSTIN CAMPBELL, senior partner of Campbell, Kellogg Co., Los Angeles agency, directed a radio campaign for "Shut-in Day" in June, with florists and telegraph cooperation.

PATSY PERFORMS—Latest artist on KTAT, Fort Worth, is this lady chimpanzee from the local zoo, who did a few of her best grunts for the radio audience and a tap dance for the studio onlookers. In the picture, left to right, are Earl Rodell, KTAT announcer; Claire Atwell, amateur vocalist; Trainer Hittson from the zoo, and Mike Gallagher, master of ceremonies on KTAT's amateur show.

Radio Notables Honored

SEVEN awards of honorary degrees to radio notables were reported from various colleges during the June commencement season. David Sarnoff, RCA president and chairman of the NBC board, received two degrees — Doctor of Literature from Norwich University and Doctor of Science from Marietta College. Other awards were: John B. Kennedy, NBC commentator, Doctor of Laws, Duquesne University; Lowell Thomas, commentator, Doctor of Laws, Albright College; Walter Damrosch, NBC musical counsel, Doctor of Music, New York University; Franklin Dunham, NBC educational director, Doctor of Music, New York College of Music; Frank Black, NBC general music director, Doctor of Music, Missouri Valley College, and Dr. Alfred N. Goldsmith, consulting engineer and former chief engineer of RCA, Doctor of Science, Lawrence College.

KNX New Studios

"OPEN HOUSE" for members and guests of the NAB who continue on to the Pacific Coast following the NAB convention in Colorado Springs July 6-10, will be held by KNX, Hollywood, which hopes to have its new studios in readiness at that time. The station, which recently increased its power to 50,000 watts, has ordered "full speed ahead" on the studio construction. Six new studios embodying latest developments in acoustics are being installed along with RCA high-fidelity speech input equipment. The studios, each two stories high, will cover some 60,000 square feet of space.

Discovering Hollywood

"HOLLYWOOD Varieties" was started in June from Hollywood NBC studios to KGO, San Francisco, and KECA, Los Angeles, the quarter-hour program being an audition giving NBC program heads in San Francisco an opportunity to keep in touch with new Hollywood talent uncovered by NBC program scouts. The purpose of the feature is not announced on the program.

Plans for Coverage Data Studied at Joint Session

A SPECIAL meeting of officials of the Association of National Advertisers, American Association of Advertising Agencies and NAB, was to be held in New York June 27 for discussion of the plan projected by the NAB to create an independent bureau, cooperatively maintained, to authenticate station coverage and listener data. Called to the session were John Benson, AAAA president; Paul B. West, ANA managing director; Philip G. Loucks, NAB managing director, and Arthur B. Church, NAB commercial committee chairman.

The three groups, it was indicated, are now in complete harmony and the ANA, after several months of delay, is expected to name an official committee under the chairmanship of Stuart Peabody, Borden Co., to work out the definite plan. Developments of the meeting will be related to the NAB convention in Colorado Springs. Both NAB and AAAA have enabling resolutions authorizing formation of such a bureau, and the ANA now is understood to have clothed a committee with similar authority.

Grayco Expands

MARION R. GRAY Co., Los Angeles manufacturers of ties and shirts, has enlarged its 30-station list for weekly 15-minute transcriptions of Hollywood gossip. The cooperative arrangement places the cost of the program on the producer, with the local retailer footing the bill for station cost. New stations include KTFI, Twin Falls, Idaho; KZIB, Manila; KGVO, Missoula, Mont.; KOOS, Marshfield, Ore.; KLLH, Lowell, Mass.; KBTM, Jonesboro, Ark.; KGHL, Billings, Mont.; WSPA, Spartanburg, S. C.; WJBO, Baton Rouge, La.; KVOA, Tucson, Arizona, and on stations in Colon and Panama City by Heurtematte Co., Panama City. Lockwood - Shackelford Co., Los Angeles agency, handles the account and Recordings Inc., did technical work on transcriptions.

Radio for Toothpowder

STERLING PRODUCTS Co., New York, through its Chas. H. Phillips Chemical Co., will introduce in July Phillips Magnesia toothpowder, using radio exclusively, with Thompson-Koch Co., Cincinnati, handling the account. According to Walter Holt, in charge of sales of the new product, the sponsor has not decided whether to announce the product in the NBC Phillips toothpaste program or by means of a new network series.

WNBC, New Britain, Conn., new station recently authorized by the FCC, began equipment tests June 17, with likelihood that it would begin regular operation within ten days. The station is licensed to William J. Sanders, and originally had the call WMFE. It is on 1380 kc., with 250 watts day.

H. V. KALTENBORN, CBS commentator, who will conduct a tour to Europe this summer, will broadcast from England, Germany and Italy via CBS during the tour.

WJR
WJR
MICHIGAN'S GREATEST ADVERTISING MEDIUM
G. A. RICHARDS
President
LEO. J. FITZPATRICK
Vice Pres. & Gen. Mgr.

all the world

ld's a stage!

THE United Press reports are gathered by an army of trained writers located in every part of the world. Telegraph and telephone wires, radio, cables — every modern method of communication is used to speed their stories to its clients.

UNITED PRESS

A Revised Directory of

NATIONAL AND REGIONAL RADIO ADVERTISERS

And Their Agencies

n. Network programs
sp. Local studio programs
rn. Regional network programs
t. Transcriptions
ta. Transcription announcements
sa. Local spot announcements

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A

A-C SPARK PLUG Co., Flint, Mich. Agency: D. P. Brother & Associates, Detroit. *n t sa ta*

SIMON ACKERMAN CLOTHES Inc., New York. Agency: Hirschon-Garfield Inc., N. Y. *sp*

ACME MFG. Co., Forest Park, Ill. (pig feed). Agency: Wade Adv. Agency, Chicago. *sa*

ACME WHITE LEAD & COLOR WORKS, Detroit (Acme Quality Paints). Agency: Henri, Hurst & McDonald Inc., Chicago. *n*

ADAMS HAT STORES, New York (Chain Hat Stores). Agency: Maxon Inc., N. Y. *sp n*

ADELL CHEMICAL Co., Holyoke, Mass. (Stain Remover). *sp*

ADLERIKA Co., St. Paul (Adlerika). Agency: St. Paul Adv. Co., St. Paul. *n sa t ta*

ADSON CHEMICAL Co. Inc., Gwynedd Valley, Pa. (Ozomist for colds). Agency: Charles Blum Adv. Corp., Philadelphia.

AFFILIATED PRODUCTS Inc., Chicago (Kissproof, Louis Phillippe, Edna Wallace Hopper, etc., cosmetics). Agency: Blackett-Sample-Hummert Inc., Chicago. *n sp t*

AGFA ANSCO Corp., Binghamton, N. Y. (Agfa films). Agency: Boyle, Zipprodt Corp., N. Y.

JAMES A. AICARDI & SON Co., Boston (I-Car-De mayonnaise). Agency: Mitchell Co., Boston.

AIRY FAIRY FOODS Inc., Minneapolis (cake flour). Agency: Mitchell-Faust Adv. Agency, Chicago. *sa*

AKRON LAMP Co., Akron (reading lamps). Agency: Fred M. Randall Co., Detroit. *sp*

ALABAMA-GEORGIA SYRUP Co., Montgomery, Ala. (Sunygold syrups). Agency: Fitzgerald Adv. Agency Inc., New Orleans.

ALASKA PACIFIC SALMON Corp., Seattle (canned salmon). Agency: J. William Sheets, Seattle. *sp*

ALASKA PACKING ASSOCIATION, San Francisco (salmon). *t*

ALBERS BROS. MILLING Co., Seattle (Albers Flapjack flour). Agency: Erwin, Wasey & Co., Inc., Seattle. *t*

ALEMITE Corp., Chicago (lubricants). Agency: Blackett-Sample-Hummert Inc., Chicago. *n*

ALLEN-A Company, Kenosha, Wis. (hosiery). Agency: J. P. Muller & Co., N. Y.

ALLEN-EDMONDS SHOE Corp., Belgium, Wis. (men's shoes). Agency: Reincke-Ellis-Younggreen & Finn Inc., Chicago.

MARK W. ALLEN & Co., Detroit (2 Drop hand lotion). Agency: Holmes Inc., Detroit. *sa*

ALLIED MILLS Inc., Chicago (O-Brand flour). Agency: Louis E. Wade Agency, Fort Wayne, Ind.

ALLIED QUALITY PAINT SHOP, Chicago (Acme, Lowe Brothers paints). Agency: Henri, Hurst & McDonald Inc., Chicago.

ALLIGATOR Co., St. Louis (clothing). Agency: Critchfield & Co., Chicago.

ALLIS-CHALMERS MFG. Co., Milwaukee (agricultural machinery). Agency: Freeze-Vogel-Crawford Inc., Milwaukee.

ALL STATE INSURANCE Co., Chicago. *sp*

AM-BRO Co., Lawton, Okla. (Brown's lotion). *sa*

AMERICAN AIRWAYS, Chicago (air travel). Agency: P. P. Willis Corp., Chicago. *sp*

AMERICAN BIRD PRODUCTS Inc., Chicago (bird food). Agency: Weston-Barnett Inc., Chicago.

AMERICAN CHAIN Co., Bridgeport, Conn. (Weed auto chains). Agency: Reincke-Ellis-Younggreen & Finn Inc., Chicago. *sp*

AMERICAN CHICLE Co., Long Island City, N. Y. (chewing gum). Agency: Badger, Browning & Hersey Inc., N. Y.

AMERICAN CIGAR Co., New York (Chancellor & Cremo cigars). Agency: Lord & Thomas, N. Y.

AMERICAN COSMETICIANS ASSOCIATION, New York (convention announcement).

AMERICAN CRANBERRY EXCHANGE, New York (Eatmor cranberries). Agency: Gotham Adv. Co., N. Y. *sa*

AMERICAN DRUG Corp., St. Louis (Sinasiptic). Agency: Redfield-Johnstone Inc., N. Y.

AMERICAN DRUGGISTS SYNDICATE, New York (milk of magnesia). Agency: Rogers & Smith Adv. Agency, Chicago. *sp*

AMERICAN FRUIT GROWERS Inc., Pittsburgh (Blue Goose fruits). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

AMERICAN GAS MACHINE Co. Inc., Minneapolis. Agency: Grove Adv. Agency, St. Paul. *sa*

AMERICAN GOLD BUYING Co., New York. *t*

AMERICAN HOME PRODUCTS Co., New York (Remedies). Agency: Blackett-Sample-Hummert Inc., N. Y. *n t*

AMERICAN HOUSEHOLD INSTITUTE, Chicago. *sp*

AMERICAN LICORICE Co., Chicago (Wins confection).

AMERICAN MAIZE PRODUCTS Co., New York (Amaizo). Agency: Geare-Marston Inc., Philadelphia. *sa*

AMERICAN MEAT PACKERS, Chicago. *sp*

AMERICAN MOLASSES Co., New York (Grandma's molasses). Agency: Charles W. Hoyt Co. Inc., N. Y. *sp*

AMERICAN OAK LEATHER Co., Cincinnati (shoe leather). *sp*

AMERICAN OIL Co., Baltimore (Amoco gas). Agency: Joseph Katz Co., Baltimore. *n rn sa*

AMERICAN PACKING Co., St. Louis (Sunrise meats). *sp*

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn). Agency: Coolidge Adv. Co., Des Moines.

AMERICAN PROTESTANT DEFENCE LEAGUE, New York. *sp ta*

AMERICAN PERFUME Co., Seattle (Lady Blondell perfume). *sa*

AMERICAN RADIATOR & STANDARD SANITARY Corp., New York (heating apparatus). Agency: Blaker Adv. Agency Inc., N. Y. *n*

AMERICAN RESEARCH CHEMICAL Co., Columbus, O. (Rug Nu). *sp*

AMERICAN ROLLING MILLS Co., Middletown, O. (Armco sheet steel). Agency: Batten, Barton, Durstine & Osborn Inc., Chicago. *n*

AMERICAN SAFETY RAZOR Corp., Brooklyn (Ever Ready & Gem razors). Agency: Federal Adv. Agency Inc., N. Y.

AMERICAN STORES Co., Philadelphia (chain grocers). *sp*

AMERICAN SUGAR REFINING Co., New York (Domino sugar). Agency: N. W. Ayer & Son Inc., Philadelphia.

AMERICAN TELEPHONE & TELEGRAPH Co., New York. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n t*

AMERICAN TOBACCO Co., New York. Agencies: Lord & Thomas, N. Y. (Lucky Strike cigarettes); N. W. Ayer & Son (Half & Half smoking tobacco); Lawrence C. Gumbinner Adv. Agency, N. Y. (Herbert Tareyton cigarettes). *n t ta*

AMERICAN WEEKLY MAGAZINE, New York (publication). *t*

ANACIN Co., Chicago (headache tablets). Agency: Harry C. Phibbs Adv. Co., Chicago. *n*

ANDRESEN-RYAN COFFEE Co., Duluth (Arco coffee). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

ANGELUS-CAMPFIRE Co., Chicago (marshmallows). Agencies: Geo. J. Kirkgasser & Co., Chicago; John H. Dunham Co., Chicago. *sp*

ANGLO CALIFORNIA NATIONAL BANK of San Francisco, San Francisco. Agency: Doremus & Co. Ltd., San Francisco. *sa*

ANGOSTURA-WUPPERMANN Corp., New York (Angostura bitters). Agency: Fletcher & Ellis Inc., N. Y. *sp*

BENJAMIN ANSEHL, St. Louis (tooth powder). Agency: O'Callaghan Adv. Agency, Memphis. *sp*

ANTROL LABORATORIES Inc., Los Angeles (Antrol, Snarol insecticides). Agency: Blackett-Sample-Hummert Inc., N. Y. *sp*

APPEN-D-FORM SALES Co., Garrett, Ind. (cold remedy). Agency: Ross Adv. Inc., Fort Wayne, Ind.

K. ARAKALIAN Inc., New York (Madera wines). Agency: Hudson Adv. Co., N. Y. *sp ta*

ARCTURUS RADIO TUBE Co., Newark (A C radio tubes). Agency: United States Adv. Corp., N. Y.

ELIZABETH ARDEN, New York (Cosmetics). Agency: Blaker Adv. Agency Inc., N. Y. *n sp*

ARMAND Co., Des Moines (cosmetics). Agency: N. W. Ayer & Son Inc., Philadelphia; Heath-Seehof Inc., Chicago; H. W. Kastor & Sons Adv. Co. Inc., Chicago. *t sp*

ARMCO CULVERT Mfg. Assn., Middletown, O.

ARMOUR & Co., Chicago (Star hams, etc.). Agency: Lord & Thomas, Chicago. *n sp*

ARMOUR SOAP WORKS, Chicago (soaps). Agency: Lord & Thomas, Chicago.

ARMSTRONG CORK Co., Lancaster, Pa. (Armstrong linoleum). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

ARMSTRONG PAINT & VARNISH Co., Chicago. Agency: Johnson, Reed & Co. Inc., Chicago. *sp*

CHARLES ARNACO Co., Minneapolis (Arno scalp treatment). Agency: Campbell-Mithum Inc., Minneapolis.

ARNOLD DRUG Co., Los Angeles (Arnolax capsules). Agency: Evans Adv. Co., Los Angeles.

ARTCRAFT INDUSTRIES, Fort Worth (Won't Run). *sp*

ASSOCIATED OIL Co., San Francisco (Cycol motor oil). Agency: Lord & Thomas, San Francisco. *sp sa t*

ASSOCIATED PHARMACISTS OF MASSACHUSETTS, Salem, Mass. (Chaulmex ointment). *rn*

ASSOCIATED SERUM PRODUCTS Inc., Kansas City. *sa*

ASSOCIATION OF AMERICAN SOAP & GLYCERINE PRODUCERS, New York (GPA glycerine). Agency: Newell-Emmett Co. Inc., N. Y. *sa*

ATLANTIC PHARMACAL Co., Boston (Apco fly killer). Agency: David Malkiel Adv. Agency, Boston.

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline). Agency: N. W. Ayer & Son Inc., Philadelphia. *sa*

ATLAS BREWING Co., Chicago (Atlas Special brew). Agency: Erwin, Wasey & Co. Inc., Chicago. *n*

ATMORE & SON Inc., Philadelphia (mincemeat). Agency: John L. Butler Co., Philadelphia.

ATWATER-KENT Mfg. Co., Philadelphia (radios). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n*

AUSTIN NICHOLS & Co., Brooklyn (Long John whiskey). Agency: Charles M. Storm Co., N. Y.

AUTOMATIC Burner Corp., Chicago (A B C oil burners).

AVACADO SOAP Co., Ohama (soaps). *t*

THE AYER Co., Lowell, Mass. (Cherry Pectoral). Agency: Hanff-Metzger Inc., N. Y. *sa*

B

B & T SOCIETY, Brooklyn (religious). *rn*

B. T. BABBITT, Inc., New York (Bab-O cleanser). Agency: Peck Adv. Agency, Inc., N. Y. *n*

BAKERS CONSULTING BUREAU, Chicago.

ALEXANDER BALART CO., San Francisco (Million Dollar coffee) *sp*

BALBOA BREWING CO., Los Angeles (Balboa beer). Agency: Chet Crank Adv. Agency, Los Angeles. *rn*

BALDWIN PERFUMERY CO., Chicago (perfume). Agency: M. Glen Miller, Chicago.

BALDWIN PIANO CO., Cincinnati. *sp*

BALL BROTHERS CO., Muncie, Ind. (fruit jars). Agency: Applegate Adv. Agency, Muncie, Ind. *sp*

L. BAMBERGER & CO., Newark (department store). Agency: Frederick N. Sommer Adv. Agency, Newark.

BANK OF AMERICA, San Francisco. *rn*

THE BARBASOL COMPANY, Indianapolis (shaving cream). Agency: Erwin, Wasey & Co., Inc., N. Y. *n*

BARBEY'S Inc., Reading, Pa. (Sunshine beer). Agency: Jerome B. Gray & Co., Philadelphia. *t*

BARNSDALL REFINERIES, Inc., Tulsa (petroleum products). Agency: Arthur Towell, Inc., Madison, Wis. *rn sp*

A Transradio Flash!

—For The NAB Convention

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RADIO'S OWN PRESS ASSOCIATION ADDS 53 NEW CLIENTS IN EIGHT WEEKS

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Directory of National and Regional Radio Advertisers (Cont'd) . . .

F. E. BARR & CO., Chicago (Boracetine remedy). Agency: Gale & Pietsch, Inc., Chicago. *sp*

BARRIE LABORATORIES, Newton, Mass. (plant food). Agency: Wood, Putnam & Wood Co., Boston.

BARTLES-SHEPHERD CO., Waterloo, Ia. (Northland motor oil). Agency: Weston-Burnett Inc., Waterloo, Ia.

BASIC FOODS, Inc., Chicago (health foods). *sp*

BATTLE CREEK DRUGS Inc., Battle Creek, Mich. (Bonkora, Perikol, etc.). Agency: Martin Inc., Detroit.

THE BATTLE CREEK FOOD CO., Battle Creek, Mich. (Zo & Pep). Agency: Erwin, Wasey & Co. Inc., Chicago.

BAUER & BLACK, Chicago (Blue Jay corn plaster). Agency: Needham, Louis & Brorby Inc., Chicago. *n*

BAY STATE FISHING CO., Boston (40 fathom fish). Agency: Street & Finney Inc., N. Y. *sa t*

BAYER CO., Inc., New York (Bayer's aspirin). Agency: Blackett-Sample-Hummert Inc., N. Y. *n sp t*

BAYUK CIGARS INC., Philadelphia (Havana Ribbon cigars). Agency: McKee & Albright Inc., Philadelphia.

B. C. REMEDY CO., Durham, N. C. (headache powders). Agency: Harvey-Massengale Co. Atlanta. *sp*

BEAUMONT LABORATORIES, St. Louis (4-way cold tablets). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *ta*

DR. BEAUMONT CO., Los Angeles (depilatory) *sp*

J. W. BEARDSLEY'S SONS, Newark (codfish). Agency: Frank Presbrey Co. Inc., N. Y.

BEAUTICIANS Inc., Boston (beauty parlors) *rn*

BEECH-NUT PACKING CO., Canajoharie, N. Y. (Beech Nut foods). Agencies: Fletcher & Ellis Inc., N. Y.; McCann-Erickson Inc., N. Y. *n sp sa t*

P. BEIERSDORF & CO., Long Island City (Nivea face cream). Agency: Federal Adv. Agency, N. Y.

BELL BAKERIES Inc., Chicago (bread). Agency: D. T. Campbell Inc., Chicago. *sp*

BELL CO. Inc., Chicago (chemical products). Agency: Rogers & Smith Adv. Agency, Chicago.

BEN-BURK Inc., Boston (Old Mr. Boston liquor). Agency: Badger & Browning Inc., Boston. *rn sa t*

BENRUS WATCH CO., New York (watches). Agency: Leon & Held Inc., N. Y.

BENTLEY-BEALE Inc., Montgomery, Ala. (Air-O-Mixer).

BERNARD PERFUMERS, St. Louis (Love Charm). Agency: Hilmer V. Swenson Co., St. Louis. *sa*

BERRY BROTHERS Inc., Detroit (varnishes). Agency: Maxon Inc., Detroit.

BEST FOODS Inc., New York (Hellman's mayonnaise, Nucao, etc.). Agency: Benton & Bowles Inc., N. Y. *n sa t*

BETTER HOMES & GARDENS MAGAZINE, Des Moines (publication). Agency: Homer McKee Inc., Chicago. *sp*

BETTER SPEECH INSTITUTE OF AMERICA, Chicago (instruction). Agency: Auspitz & Lee, Chicago. *n sp*

BEWLEY MILLS, Fort Worth (flour). *rn*

W. L. BEYER, New York (Mankind dog food). *sp*

BINNEY & SMITH Co., New York (Crayola, paints). Agency: McLain Organization Inc., Philadelphia. *sp*

BIOVEGETIN PRODUCTS Inc, Chicago (medicine). Agency: Mitchell-Faust Adv. Co., Chicago.

BIRDSEYE PACKING Co., New York (frosted foods). Agency: Wolcott & Holcomb, Boston. *rn*

BIRELEY'S Inc., Hollywood (Bireley's orangeade). Agency: Philip J. Meany Co., Los Angeles. *t*

BIRTMAN ELECTRIC Co., Chicago (BeeVac cleaners). Agency: Roche, Williams & Cunnyngham, Chicago.

A. BISHOP & Co., Chicago (furs). Agency: Schwimmer & Scott, Chicago.

BISMARK HOTEL, Chicago. Agency: Brandt Adv. Co., Chicago.

THE BI-SO-DOL Co., New Haven, Conn. (Bi-So-Dol). Agency: Blackett-Sample-Hummert Inc., Chicago. *n*

BISSELL CARPET SWEEPER Co., Grand Rapids, Mich. (sweepers). Agency: Young & Rubicam Inc., Chicago.

BLACK FLAG Co., Baltimore (insecticide). Agency: Fletcher & Ellis Inc., N. Y. *sa t*

BLACK HAWK COFFEE & SPICE Co., Waterloo, Ia. *t*

BLACK SEED Co., Racine, Wis. (seeds). *sa*

BLACKSTONE PRODUCTS Co. Inc., New York (Tasty-Lax). Agencies: Redfield-Coupe Inc., N. Y.; Rose-Martin Inc., N. Y. *sp*

C. F. BLANKE TEA & COFFEE Co., St. Louis (Faust coffee). Agency: Budke-Connell Adv. Agency, St. Louis. *sa*

BLATZ BREWING Co., Milwaukee (Blatz Old Heidelberg beer). Agency: Klau-Van Pietersom-Dunlap Associates Inc., Milwaukee. *n sp sa*

BLOCK DRUG Co., New York (cosmetics). Agency: Redfield-Johnstone Inc., N. Y. *t*

BLODGETT-BECKLEY Co., Toledo (Old Master coffee). Agency: The Powers-House Co., Cleveland.

BLUE GING-AM STUDIOS, Minneapolis (cosmetics). *sp*

BLUE MOON CHEESE PRODUCTS Inc., Minneapolis. Agency: Mitchell-Faust Adv. Co., Chicago. *sa*

BLUE SEAL Co., Cambridge, Mass. (liquors). *rn*

BLUE VALLEY CREAMERY Co., Chicago (Blue Valley butter). Agency: Mazon Inc., Chicago.

BOKAY TALCUM Co., New York. Agency: Small, Kleppner & Seiffer Inc., N. Y. *sa*

BONCILLA LABORATORIES, Indianapolis (Boncilla preparations). Agency: Archer Adv. Co., Cincinnati. *t*

BOND CLOTHING Co., New York. *sp*

BOND ELECTRIC CORP., Jersey City, N. J. (flashlights). Agency: O. S. Tyson & Co. Inc., N. Y. *t*

BONDED CRYSTAL Co., Milwaukee (mineral water). *sa*

BOOKHOUSE FOR CHILDREN, Chicago (publication).

BOOTH FISHERIES Co., Chicago (fish). Agency: Sellers Service Inc., Chicago. *sp*

BORDEN Co., Chicago (ice cream). *sp*

BORDEN Co., San Francisco (milk). *rn*

BORDEN FARM PRODUCTS, New York (milk). Agencies: McCann-Erickson Inc., N. Y.; H. E. Lesan Adv. Agency, N. Y. *sp*

BORDEN Co., New York (ice cream). Agency: Pedler & Ryan Inc., N. Y. *sp*

BORDEN'S ICE CREAM Co., New York. Agency: Young & Rubicam Inc., N. Y. *sp*

THE BORDEN SALES Co., New York (cheese & Condensed milk). Agencies: Young & Rubicam Inc., N. Y.; Tracy-Locke-Dawson Inc., Dallas. *n rn sp*

BOST TOOTH PASTE Corp., New York (tooth paste). Agency: Erwin, Wasey & Co. Inc., N. Y. *sa*

BOSTON ADVERTISER, Boston (American weekly). *rn*

BOSTON GLOBE, Boston (newspaper). *rn*

BOSTON MOLASSES Co., Boston (Grandma's molasses). Agency: F. P. Shumway Co., Boston. *rn sp*

BOSTON VARNISH Co., Everett, Mass. (Kyanize varnish). Agency: Ingalls Adv., Boston. *sa*

BOURJOIS SALES Co., New York (face powders & perfumes). Agencies: Lord & Thomas, N. Y.; Redfield-Coupe Inc., N. Y. *n*

BOWEN AIR LINES, Fort Worth (air travel). *sa*

BOWEY'S Inc., Chicago (Dari-Rich chocolate drink). Agency: Russell C. Comer Adv. Co., Chicago. *sp sa t*

FRANK BOWNES & Co., Lynn, Mass. (Modine paints). Agency: Harry M. Frost Co. Inc., Boston. *sa rn*

BOYER INTERNATIONAL LABORATORIES, Chicago (toilet preparations). Agency: Weston-Barnett Inc., Chicago. *n*

THE A. S. BOYLE Co., Cincinnati (Old English floor wax). Agency: Blackett-Sample-Hummert Inc., Chicago. *n*

BRADFORD OIL REFINING Co., Bradford, Pa. (All Penn products). Agency: Moss-Chase Co., Buffalo.

BRANIFF AIRWAYS, Oklahoma City (air travel). *sa*

BRAZILIAN HERB TEA Co., Atlanta (reducing tea). *sa*

M. J. BREITENBACH Co., New York (Pepto Mangan). Agency: McCann-Erickson Inc., N. Y. *n*

BREWING CORP. OF AMERICA, Cleveland (Carling's beer). Agency: Meldrum & Fewsmith Inc., Cleveland.

BREYER ICE CREAM Co., Philadelphia (Breyer's ice cream). Agency: McKee & Albright Inc., Philadelphia.

H. C. BRILL Inc., New York (E-Zee Freez dessert). Agency: Donahue & Coe Inc., N. Y. *n sp*

BRILLO MFG. Co. Inc., Brooklyn (Brillo cleaner). Agency: Frank Presbrey Co. Inc., N. Y. *n*

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana, etc.). Agencies: Benton & Bowles Inc., N. Y.; Pedlar & Ryan Inc., N. Y.; Thompson-Koch Co., Cincinnati. *n sp t*

BROADCAST FOODS Co. Inc., Chicago (Broadcast corned beef hash). Agency: Neisser-Meyerhoff Inc., Chicago. *n*

GEORGE T. BRODNAX Inc., Memphis (jewelry mfgrs.). Agency: Merrill Kremer Inc., Memphis.

BROOK HILL FARMS, Genesee Depot, Wis. (milk).

BROSIS LABORATORIES, Chicago (turlene facial cream). Agency: Earle Ludgen Inc., Chicago.

BROWN SHOE Co., St. Louis (Buster Brown shoes). Agency: Gardner Adv. Co., St. Louis.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *t*

E. L. BRUCE Co., Memphis (Terminex). Agency: O'Callaghan Adv. Agency, Memphis. *n*

BUILDERS LIFE INSURANCE Co., Chicago. *sp*

BUICK MOTOR Co., Flint, Mich. (motor cars). Agency: Campbell-Ewald Co. Inc., Detroit. *sa*

BUCKEYE BREWING Co., Toledo. Agency: Grace & Bement Inc., N. Y.

BULOVA WATCH Co., New York (Bulova timepieces). Agency: The Biow Co. Inc., N. Y. *sa*

BUNTE BROTHERS, Chicago (Tango Bars and Malteasers). Agency; Fred A. Robbins Inc., Chicago. *sp sa t ta*

BURBANK Corp., Burbank, Cal. (vegetable concentrates).

BUREAU OF MILK PUBLICITY, Albany, N. Y. (1934 health drive). Agency: N. W. Ayer & Son Inc., N. Y. *n rn*

BURNHAM & MORRILL Co., Portland, Me. (B & M canned foods). Agency: Lavin & Co. Inc., Boston.

BURLINGTON DRUG CO., Burlington, Vt. (Greene's syrup of tar). Agency: Dow & Peterson Inc., Burlington, Vt.

JOSEPH BURNETT Co., Boston (vanilla). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sp sa t*

BURNHAM PRODUCTS Co. Inc., Chicago (toilet preparations). Agency: Blackett-Sample-Hummert Inc., Chicago.

BURRUS FLOUR MILLS, Fort Worth, Texas (Lightcrust flour). *t rn*

C

CADILLAC MOTOR CAR CO., Detroit. Agency: Campbell-Ewald Co. Inc., Detroit. *n sa*

M. R. CADY & CO. Inc., Grand Rapids, Mich. (chemists). Agency: Matteson-Fogarty-Jordan Co. Inc., Chicago.

JOHN E. CAIN Co., Cambridge, Mass. (mayonnaise). Agency: Chambers & Wiswell Inc., Boston. *sa*

CAL-ASPIRIN Co., Chicago (aspirin). Agency: The McCord Co., Minneapolis. *n sp*

CALCIUM CHLORIDE ASSN. OF NEW YORK, New York (disinfectant). Agency: N. W. Ayer & Son Inc., N. Y. *sp sa*

CALIFORNIA ANIMAL PRODUCTS Co., Oakland (Calo dog food). Agency: Emil Brisacher & Staff, San Francisco.

CALIFORNIA BREWING ASSOCIATION, San Francisco (Acme beer). Agency: Emil Brisacher & Staff, San Francisco. *sa*

CALIFORNIA FIGCO Co., Los Angeles (beverages). *sp*

CALIFORNIA FRUIT EXCHANGE, Sacramento (Blue Anchor fruits). Agency: Lord & Thomas, San Francisco.

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges). Agency: Lord & Thomas Inc., Los Angeles.

CALIFORNIA HOTEL, San Francisco. *t*

CALIFORNIA PACKING CORP., San Francisco (Del Monte canned fruits). Agency: McCann-Erickson Inc., San Francisco. *n rn sp t*

CALIFORNIA PERFUME Co., Suffern, N. Y. (Ambrosia cosmetics). Agency: Luckey-Bowman Inc., N. Y. *t sp*

CALIFORNIA PRUNE & APRICOT GROWERS ASSN., San Jose (Sunsweet dried prunes). Agency: Long Adv. Service, San Jose, Calif.

CALIFORNIA REDWOOD ASSN., San Francisco (building material). Agency: Gerth-Knollin Adv. Agency, San Francisco. *sp*

CALIFORNIA SPRAY CHEMICAL Corp., Berkeley, Cal. (fertilizer). Agency: Long Adv. Service, San Jose, Cal. *sp*

PAUL REVERE Rides Again!

News from Boston announces 20% Rate Reductions on WBZ and WBZA

Boston Agency Executives Acclaim WBZ and WBZA Now Greatest Radio Buy For New England

"WBZ and WBZA now become the leading radio buys in New England".
F. S. Weston, *President*, Frank S. Weston Advertising, Providence, R. I.

"I think the new rates are going to create a new era of business for WBZ and WBZA".
Karl M. Frost, *President*, Karl M. Frost Co., Inc.

"The rates just issued make these NBC stations the best buys for New England coverage".
David Malkiel, *President*, David Malkiel Advertising Agency.

"New rates make WBZ and WBZA infinitely more attractive to the New England advertiser".
Francis T. Baldwin. *Account Executive*, Batten, Barton, Durstine and Osborn.

"The adjusted rates permit unusually economical coverage of the New England market".
John W. Dowd, *President*, Dowd & Ostreicher, Inc.

"The new rates make WBZ and WBZA the most attractive radio buy in New England".
Harry F. Malloy, *Account Executive*, H. B. Humphrey Company.

THE NEW SCHEDULE COMPARED WITH THE OLD

Drastic revision in the basic rate structure of WBZ and WBZA shows a *reduction* ranging from 18 to 23 per cent in the principal classes of service.

Quarter Hour
Old rate of $196 off 18.3% to $160.

Half Hour
Old rate of $312 off 23% to $240.

Full Hour
Old rate of $500 off 20% to $400.

The average cost per time signal is lower. Independent announcements are shaded. The Home Forum and Musical Clock are scaled down.

WBZ & WBZA

50,000 WATTS BOSTON — **1,000 WATTS SPRINGFIELD**

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ — WRC & WMAL — WMAQ & WENR — KGO & KPO

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DENVER—KOA • PHILADELPHIA • DETROIT

Directory of National and Regional Radio Advertisers (Cont'd) . . .

CALIFORNIA WALNUT GROWERS ASSN., Los Angeles (walnuts). Agency: McCann-Erickson Inc., Los Angeles.

CALODINE DISTRIBUTORS, San Francisco (mineral water). Agency: Marc Bowman Agency, San Francisco. *sp*

CALONITE Co., New York (Chiropodine). *t*

CAL-SO-DENT Co. Inc., New York (mouth wash). Agency: J. Walter Thompson Co., N. Y. *n sp*

CALVERT MARYLAND DISTILLING Co., New York (Calvert whiskey). Agency: Homann, Tarcher & Sheldon Inc.

CAMPANA Corp., Batavia, Ill. (Italian balm). Agency: Aubrey, Moore & Wallace Inc., Chicago. *n*

CAMPBELL CEREAL Co., Northfield, Minn. (Malt-O-Meal). Agency: Mitchell-Faust Adv. Co., Chicago. *sp t sa*

CAMPBELL SOUP Co., Camden, N. J., (Campbell soups). Agency: F. Wallis Armstrong Co., Philadelphia. *n*

CANADA DRY GINGER ALE Inc., New York (Canada Dry). Agency: J. M. Mathes Inc., N. Y.

CANDY COD DISTRIBUTORS, New York (Candy Cod). Agency: Redfield-Johnstone Inc., N. Y. *sa*

JOHN B. CANEPA Co., Chicago (Red Cross macaroni). Agency: The Edward Long, Chicago.

CANFIELD OIL Co., Cleveland (home dry cleaning machine). Agency: Frank Wulf Adv. Agency., Cleveland.

CANTON BEVERAGES, Canton, Conn. (ginger ale). *rn*

CAPITAL CITY PRODUCTS Co., Columbus (Dixie mayonnaise). Agency: J. Horace Lyttle Co., Columbus, O.

CAPE COD SHIRT Co., Fall River, Mass. (men's shirts). Agency: Lanpher & Schonfarber Inc., Providence, R. I. *sp*

CAPITAL DRUG Co., Augusta, Me. (Dr. Kinsman's asthmatic remedy). Agency: Wade Adv. Agency, Chicago. *sp*

CAPUDINE CHEMICAL Co., Raleigh, N. C. (medicinals). Agency: Dillard Jacobs Co., Atlanta, Ga. *t*

CARBOLA CHEMICAL Co., Natural Bridge, N. Y. (insecticide). *sa*

CARBONA PRODUCTS Co., New York (Carbona cleaning fluid). Agency: E. T. Howard Co. Inc., N. Y. *sp*

THE CARBORUNDUM Co., Niagara Falls, N. Y. (carborundum abrasives). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n*

CARDINAL LABORATORIES, Chicago (shoe polish). Agency: Blackett-Sample-Hummert Inc., Chicago. *sa*

CAREY MAPLE SUGAR Co., New York (Highland maple syrup). *sp*

CAREY SALT Co., Hutchinson, Kans. (toothpaste). Agency: Ruthrauff & Ryan Inc., Chicago. *sa*

CARHART, HAMILTON COTTON MILLS, Detroit (work garments). Agency: Brotherton Inc., Detroit.

CARLETON & HOVEY Co., Lowell, Mass. (Father John's medicine). Agency: John W. Queen, Boston. *n sa*

A. CARLISLE & Co., San Francisco (stationery supplies). Agency: Charles R. Stuart Inc., San Francisco. *rn*

CARLSBAD CRYSTAL SALES Co., New York (Carlsbad crystals). Agency: H. M. Kiesewetter Adv. Agency Inc., N. Y. *n sp*

CARLYLE LABORATORIES Inc., New York (Phantom Red lipstick). Agency: Charles J. Cutajar Adv., N. Y.

CARNATION Co., Milwaukee (canned milk). Agency: Erwin, Wasey & Co. Inc., Chicago. *n sp sa*

CARPENTER-MORTON Co., Boston (Carmote paints). Agency: Edmund S. Whitten Inc., Boston. *sp sa*

CARSON, PIRIE SCOTT & Co., Chicago (dry goods). Agency: Gale & Pietsch Inc., Chicago.

CARSTEN PACKING Co., Seattle (meat packers). *sp*

CARTER MEDICINE Co., New York (Carter's little liver pills). Agencies: Street & Finney Inc., N. Y.; H. H. Good Adv. Co., N. Y. *sa t ta*

CARTER'S INK Co., Cambridge, Mass. (ink). Agency: J. Walter Thompson Co., N. Y.

GEO. W. CASWELL & Co., San Francisco (coffee & tea). Agency: Emil Brisacher & Staff, San Francisco. *n*

CATERPILLAR TRACTOR Co., Peoria, Ill. (tractors). Agency: N. W. Ayer & Son Inc., Philadelphia.

THE CENTAUR COMPANY, New York (Fletcher's Castoria). Agencies: Young & Rubicam Inc., N. Y.; Thompson-Koch Co., Cincinnati; Hanff-Metzger Inc., N. Y. (radio for ZBT line). *n*

CENTRAL SHOE Co., St. Louis (Robin Hood shoes). Agency: Jimm Daugherty Inc., St. Louis. *t*

CENTURY LABORATORIES, New York (Foot powder). *t*

CEREAL PRODUCTS Corp., San Francisco (Acme beer).

CHAMBERLAIN & Co. Inc., Boston (meat products). Agency: Chas. W. Hoyt Co., N. Y. *rn*

CHAMBERLAIN LABORATORIES Inc., Des Moines (hand lotion). Agencies: Coolidge Adv. Co., Des Moines; Ruthrauff & Ryan Inc., N. Y. *n sa t ta*

CHAPPEL BROS. Inc., Rockford, Ill. (Ken-L-Ration dog food). Agency: Rogers & Smith Adv. Agency, Chicago. *n sp*

CHARIS Corp., Allentown, Pa. (Charis foundation garments). Agency: Elkins Adv. Agency, Philadelphia. *n*

CHASE CANDY Co., St. Joseph, Mo. (candy). Agency: Russell C. Comer Adv. Co., Kansas City, Mo.

CHATTANOOGA MEDICINE Co., Chattanooga, Tenn. (remedies). Agency: Nelson Chesman & Co., Chattanooga. *ta*

CHEF BOIARDI FOOD PRODUCTS Co., Cleveland (Spaghetee dinner). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

CHERAMY Inc., New York (cosmetics). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y. *n*

CHESAPEAKE & OHIO RAILROAD, Washington, D. C. (rail transportation). Agency: Campbell-Ewald Co. Inc., Washington. *sa t n*

CHESEBROUGH MFG. Co., New York (Vaseline petroleum jelly). Agency: McCann-Erickson Inc., N. Y.

CHESTNUT HATCHERY, Chestnut, Ill. (baby chicks). *sa*

CHEVROLET MOTOR Co., Detroit (motor cars). Agency: Campbell-Ewald Co. Inc., Detroit. *n sp sa t*

CHICAGO BOARD OF TRADE, Chicago (Grain reports). *n*

CHICAGO COUNCIL FISH & SEA FOOD, Chicago. Agency: Sellers Service Inc., Chicago. *sa*

CHICAGO, DULUTH & GEORGIAN BAY TRANSIT Co., Chicago. Agency: Campbell-Ewald Co. Inc., Detroit. *t*

CHICAGO ENGINEERING WORKS, Chicago (television apparatus). *t*

CHICAGO FLEXIBLE SHAFT Co., Chicago (Sunbeam mixmaster). Agency: Perrin-Paus Co., Chicago. *sp sa*

CHICAGO GOLD SMELTING & REFINING Co., Chicago (old jewelry). Agency: Chicago Union Adv. Agency, Chicago.

CHICAGO MAIL ORDER ECONOMY OUTLET, Chicago. (dry goods). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sp*

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RAILWAY, Chicago. Agency: Roche, Williams & Cunningham Inc., Chicago. *sa*

CHICAGO & NORTH WESTERN R. R., St. Paul (transportation). Agency: Caples Co., Chicago. *sa sp*

CHICAGO SCHOOL OF MUSIC, Chicago (instruction). Agency: Heath-Seehof Inc., Chicago. *sa*

CHIEFTAIN MFG. Co., Baltimore (Color Shine shoe polish). Agency: Van Sant, Dugdale & Co. Inc., Baltimore. *sp sa t ta*

CHINA RICE IMPORTING Co., San Francisco (rice). Agency: Hixson-O'Donnell Inc., San Francisco. *rn*

CHOCCO YEAST Inc., Springfield, Mass. (chocco yeast).

CHOCOLATE PRODUCTS Co., Chicago (Kayo bottled drink). Agency: J. L. Sugden Adv. Co., Chicago.

CHRISTIAN SCIENCE PUBLICATION COMMITTEE, Boston. *sp*

CHRYSLER SALES Corp., Detroit (motor cars). Agencies: Lee Anderson Adv. Co., Detroit; Ruthrauff & Ryan Inc., N. Y.; J. Stirling Getchell Inc., N. Y. *n rn sp sa t*

G. CINELLI Co., Tacoma, Wash. (olive oil). *sp*

CITIES SERVICE Co., New York (petroleum products). Agency: Lord & Thomas, N. Y. *n*

CITRUS SOAP Co., San Diego, Calif. Agency: Norman W. Tolle, San Diego, Calif. *sp t*

DR. GEORGE W. CLAPP (Dentists Supply Co.), New York. Agency: E. C. VanDyke Inc., N. Y. *sp rn*

CLARA BELLE ATKINS Co., Minneapolis (hair restorer). Agency: Kraff Adv. Agency, Minneapolis.

CLARK BROTHERS CHEWING GUM Co., Pittsburgh (teaberry gum). Agency: Edward M. Power Co. Inc., Pittsburgh. *t sp sa ta*

CLARK HOTEL, San Francisco. *t*

CLASS & NACHOD BREWING Co., Philadelphia. Agency: Fehling & Jourdet Inc., Phila.

CLEERCOAL Co., Boston (coal). Agency: Harry M. Frost Co. Inc., Boston. *rn*

M. C. CLEIN & Co., Atlanta, Ga. (Mentho-Mulsion). Agency: Mabel Loeb, Adv. Agency, Atlanta. *sp sa t*

F. W. CLEMENTS PRODUCTS Co., Rochester, N. Y. (Dare's Mentha Pepsin). Agency: Wylie B. Jones Adv. Agency Inc., N. Y. *t*

CLEVELAND STEEL PRODUCTS Corp., Cleveland (Torridheat oil burners). Agency: Sweeney & James Co., Cleveland.

CLICQUOT CLUB Co., Millis, Mass. (ginger ale). Agency: N. W. Ayer & Son Inc., Philadelphia. *t*

CLIMALENE Co., Canton, O. (Water softener). Agency: W. S. Hill Co. Inc., Pittsburgh. *n sp t*

CLIMAX CLEANER MFG. Co., Cleveland (wall paper cleaner). Agency: Krichbaum-Liggett Co., Cleveland.

CLINTON CARPET Co., Chicago (Ozite carpet cushions). Agency: Earle Ludgin Inc., Chicago. *t*

CLOSSET & DEVERS, Portland, Ore. (Golden West coffee). Agency: MacWilkins & Cole Inc., Portland.

CLUB ALUMINUM Co., Chicago (cooking utensils). Agency: Willard E. Stevens Adv. Agency, Chicago.

COAST FISHING Co., Wilmington, Calif. (Balto dog food). Agency: J. Walter Thompson Co., Los Angeles.

COCA COLA Co., Atlanta (beverage). Agency: D'Arcy Adv. Co., St. Louis. *n sp*

COCO COD CORP., Evanston, Ill. (Coco cod liver oil). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *ta*

COCOMALT Co., Hoboken, N. J. (Cocomalt). Agency: Ruthrauff & Ryan Inc., N. Y. *n*

COFFEE PRODUCTS OF AMERICA Inc., Ltd., Los Angeles (coffee). Agency: T. C. Creamer Adv. Agency, Los Angeles.

COLE MILLING Co., Chester, Ill. (Omega flour). Agency: D'Arcy Adv. Agency, St. Louis. *t*

COLEMAN LAMP & STOVE Co., Wichita, Kan. (house appliances). Agency: Potts-Turnbull Co. Inc., Kansas City. *sa t ta*

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (soaps, etc.). Agency: Benton & Bowles Inc., N. Y. *n sp t*

COLLEGE INN FOOD PRODUCTS Co., Chicago (College Inn canned foods). Agency: Blackett-Sample-Hummert Inc., Chicago. *sp*

COLLINGBOURNE MILLS, Elgin, Ill. (threads & silks). Agency: Rogers & Smith Adv. Agency, Chicago. *sp*

TOM COLLINS, JR., Co., Cincinnati (beverages). Agency: Lord & Thomas, N. Y.

COLONIAL BEACON OIL Co., Boston (Esso and Colonial gasoline). Agency: McCann-Erickson Inc., N. Y.

COLONIAL DAMES Co., Los Angeles (cosmetics). Agency: Glasser Adv. Agency, Los Angeles. *sp rn*

COLUMBIA ALKALI Corp., Barberton, O. (dustless coal treatment). *sa*

COLUMBIA CONSERVE Co., Indianapolis (foods). Agency: Gundlach Adv. Agency, Chicago. *rn sp sa*

COLUMBIA LIFE INSURANCE Co., Cincinnati. Agency: Keelor & Stites Co., Cincinnati.

COLUMBIA PICTURES Corp., New York (Man's Castle movie). Agency: The Biow Co. Inc., N. Y. *sa t*

COLUMBIA ROPE Co., New York (tire chains). *sa*

COMFORT MFG Co., New York (Milk of Magnesia toothpaste). Agency: Street & Finney Inc., N. Y. *sa t ta*

COMFORT PAPER Corp., San Francisco (Zalo toilet tissue). Agency: Emil Brisacher & Staff, San Francisco.

COMMANDER LARABEE Corp., Minneapolis (Sunfed flour). Agency: Addison Lewis & Associates, Minneapolis. *sp*

COMMERCIAL BREWING Co., Charlestown, Mass. (Millionaires Club beer). Agency: Harry M. Frost Co. Inc., Boston.

COMMONWEALTH LOAN Co., Indianapolis, Ind. (loans). *t*

COMMERCIAL MILLING Co., Detroit (Henkel's cake flour). Agency: Karl G. Behr Agency, Detroit. *sp*

COMPAGNIE PARISIENNE Inc., San Antonio (perfume). Agency: Northwest Radio Adv. Co. Inc., Seattle. *t*

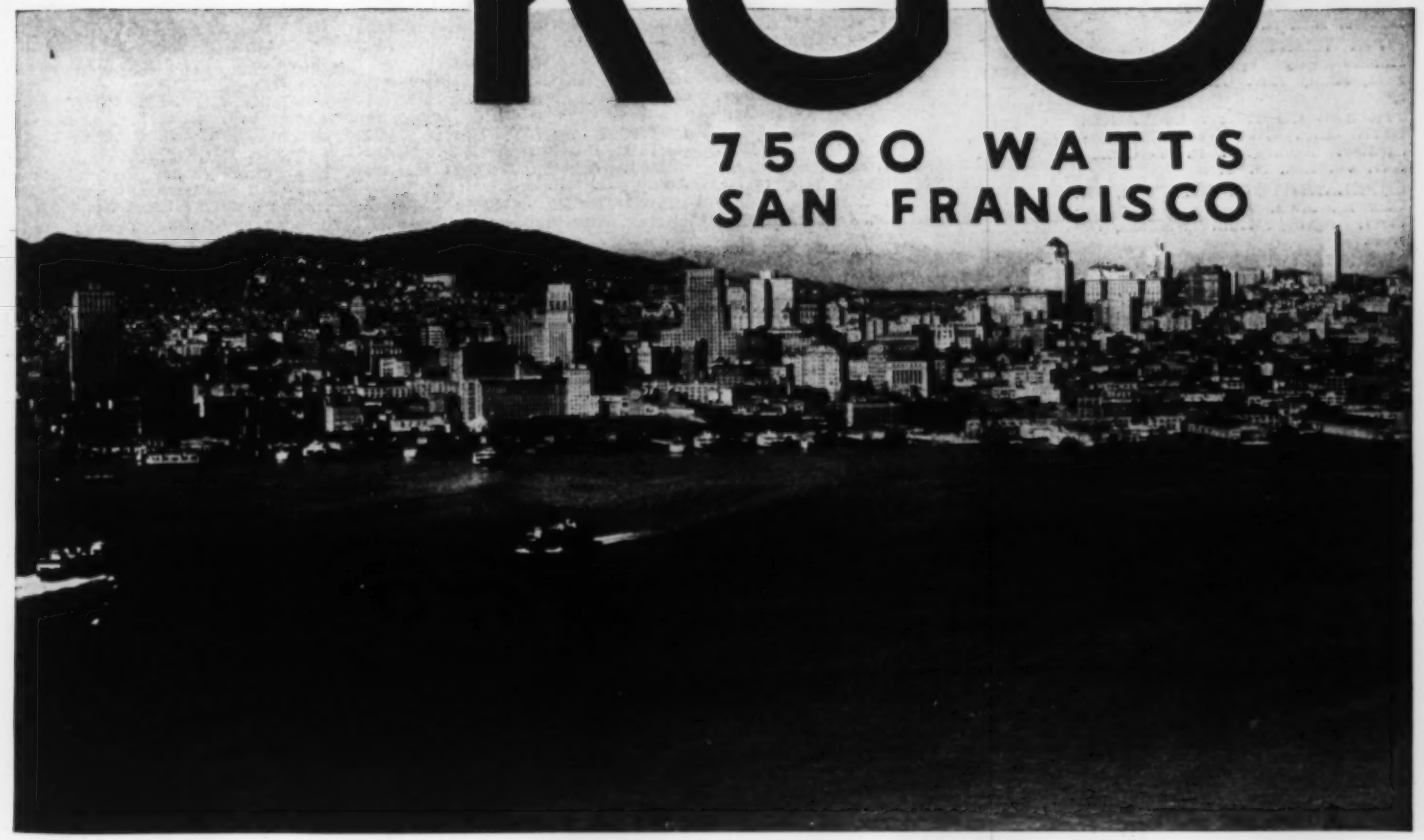
CONGOIN Co., Los Angeles (health beverages). Agency: Lockwood-Schackelford Co., Los Angeles. *sp t*

CONGRESS CIGAR Co., Newark (La Paline cigars, etc.). Agency: Gotham Adv. Co., N. Y. *sp sa*

The Most Powerful Local Station in Northern California*

KGO

7500 WATTS
SAN FRANCISCO



*The potential circulation of KGO is 482,100 radio families, as determined by the new NBC Method of Audience Measurement, by *aireas.*

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO
WEAF & WJZ · WRC & WMAL · WMAQ & WENR · KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

Directory of National and Regional Radio Advertisers (Cont'd) . . .

CONSOLIDATED BY-PRODUCTS Co., Philadelphia (dog food). Agency: Cahall Adv. Agency, Philadelphia. *sa*

CONSOLIDATED CIGAR Corp., New York (Dutch Masters). Agency: The Aitken-Kynett Co., Philadelphia.

CONSTITUTION SOCIETY OF THE UNITED STATES, Los Angeles (political). *rn*

CONSUMERS CREDIT CO. OF CALIF., Los Angeles (loan service). Agency: Erwin, Wasey & Co. Inc., Los Angeles.

CONTI PRODUCTS Corp., New York (soap). Agency: Henry S. Howland Inc., N. Y. *t*

CONTINENTAL AUTO Co., Detroit (motor cars). Agency: Grace & Holliday, Detroit.

CONTINENTAL BAKING Corp., New York (Wonder bread & Hostess cake). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sp sa t*

CONTINENTAL OIL Co., Ponca City, Okla. Agency: Tracey-Locke-Dawson Inc., N. Y. *n*

COOK PAINT & VARNISH Co., Kansas City (paints). Agency: Ferry-Hanly Adv. Co., Kansas City. *sp*

THOMAS COOK & SON-WAGON-LITS Inc., New York (tourist agents). Agency: L. D. Wertheimer Adv. Co. Inc., N. Y. *n*

COPELAND PRODUCTS Inc., Mt. Clemens, Mich. (Copeland refrigerators). Agency: Halliday-Mason, Detroit.

COPINOL Co., Los Angeles (hay fever remedy). *sa*

CORN BELT HATCHERY, Gibson City, Ill. Agency: Campbell-Sanford Adv. Agency, Cleveland. *sa*

CORN PRODUCTS REFINING Co., New York (Karo, Mazola, Linit, etc). Agency: E. W. Hellwig Co., N. Y. *n*

CORTLAND BAKING Co., Cortland, N. Y. (Cobaka bread). *t*

CORYELL OIL Co., New York *sa*

COTTON BAKING Co., Alexandria, La. *sp*

COTY Inc., New York (perfumes & powder). Agency: Percival K. Frowert Co. Inc., N. Y.

COUNTRY CLUB SODA Co., Springfield, Mass. (Country Club beverage). Agency: Wm. B. Remington Inc., Springfield, Mass. *sp*

COWARD SHOES Inc., New York (ladies' shoes). Agency: Blaker Adv. Agency, N. Y. *sa t*

COYNE ELECTRICAL SCHOOL, Chicago. Agency: Philip O. Palmer & Co., Chicago. *sp*

CRACKER JACK Co., Chicago (candy). Agency: John H. Dunham Co., Chicago.

CRADDOCK TERRY Co., Lynchburg, Va. (Lion Brand shoes). Agency: Hanff-Metzger Inc., N. Y.

CRANBERRY CANNERS Inc., South Hanson, Mass. (Ocean Spray cranberry sauce). Agency: Ingalls Adv., Boston. *sp sa*

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Crystals). Agencies: Cowan & Dengler Inc., N. Y.; Luckey Bowman Inc., N. Y. *n rn sp sa t*

THE CREAM OF WHEAT CORP., Minneapolis (Cream of Wheat). Agency: J. Walter Thompson Co., Chicago. *n*

CREAMETTE Co., Minneapolis (noodles). Agency: Addison Lewis & Associates, Minneapolis.

CRESCENT MACARONI & CRACKER Co., Davenport, Ia. (food products).

CRETE MILLS, Crete, Nebr. (Victor flour). Agency: R. A. Moritz Co., Davenport. Ia.

CROFT BREWING Co., Boston (Croft ale). Agency: McCann-Erickson Inc., N. Y. *rn*

CROSLEY RADIO Corp., Cincinnati (radios and refrigerators). Agency: Ralph H. Jones Co., Cincinnati (radio advertising); Procter & Collier Co. Inc., Cincinnati (all other).

CROSSE & BLACKWELL Co., Baltimore (Plus Four scotch whiskey). Agency: Van Sant, Dugdale & Co. Inc., Baltimore. *sa t*

CROWELL PUBLISHING Co., New York (American, Colliers). Agencies: Wm. Esty & Co. Inc., N. Y.; Geyer-Cornell Co. Inc., N. Y.; Ralph H. Jones Co., N. Y. (Colliers). *sp*

CRUSADERS, New York (political group). *n*

CRUSADER Co., Detroit (insecticides).

CRYSTALAC PRODUCTS Corp., Chicago (auto finish). Agency: Woodman-Stewart Co., Chicago. *sa*

CUBAN PRODUCTS Co., New York (Cuban rum). *sa*

CUBBISON CRACKER Co., Los Angeles. Agency: Roy Campbell Co., Los Angeles. *sp*

CUDAHY PACKING Co., Chicago (Puritan ham, old Dutch cleanser). Agency: Roche, Williams & Cunnyngham, Chicago.

CUHN & LUBOW, New York (Dundee Smart clothes). *sa*

E. T. CUNNINGHAM Inc., Harrison, N. J. (radio tubes). Agency: L. H. Waldron Adv. Agency, N. Y.

CURRIER'S TABLETS Inc., Los Angeles (proprietary). Agency: Hixson-O'Donnel Inc., Los Angeles. *t sa*

CURTICE BROTHERS Co., Rochester (Blue Label canned foods). Agency: N. W. Ayer & Son Inc., N. Y.

CURTISS CANDY Co., Chicago (Baby Ruth confection). Agency: McJunkin Adv. Co., Chicago. *t sa*

CYCLE TRADES OF AMERICA, New York (Bicycles). *sa*

D

DALTON'S Inc., Los Angeles (auto loans). *sa*

DANDEE PRETZEL & POTATO CHIP Co., Cleveland. Agency: Edward Howard Agency, Cleveland.

DAVIDSON BISCUIT Co., Mt. Vernon, Ill. (crackers). *sp*

R. B. DAVIS Co., Hoboken, N. J. (Davis baking powder). Agency: Ruthrauff & Ryan Inc., N. Y. *n sp t*

DAWSON'S BREWERY Inc., New Bedford, Mass. Agency: David Malkiel Adv. Agency, Boston.

DAYTON RACQUET Co., Dayton, O. (steel tennis racquets). Agency: J. Horace Lytle Co., Columbus, O.

DAYTON SPICE MILLS Co., Dayton, O. (Old Reliable coffee). Agency: Hugo Wagenseil & Associates, Dayton, O.

DAYTONA BEACH, Fla. *sa*

DEAN MILK Co., Chicago (Vitamin D milk). Agency: Howard H. Monk Adv. Agency, Rockford, Ill.

DEARBORN CHEMICAL Co., Chicago (Plumite water softener). Agency: Ruthrauff & Ryan Inc., Chicago. *sa*

DECKER, ALFRED & COHN, Chicago (Society Brand clothes). Agency: Henri, Hurst & McDonald Inc., Chicago.

JACOB E. DECKER & SONS, Mason City, Ia. (bacon and ham). Agency: Critchfield-Graves Co., Minneapolis.

DEEP ROCK OIL Co., Chicago. *t*

DEERFOOT FARMS Co., Southborough, Mass. (dairy products). Agency: N. W. Ayer & Son Inc., Boston. *sp*

DEISEL - WEMMER - GILBERT Corp., Detroit (El Verso cigars). Agencies: Simons-Michelson Co., Detroit; S. M. Epstein Co., Detroit (on Emerson & San Felice cigars).

DeJAY STORES, New York (clothing. *sp*

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (blue coal). Agency: Ruthrauff & Ryan Inc., N. Y. *n*

DELCO APPLIANCE Corp., Rochester, N. Y. (oil burners). Agency: The Geyer Co., Dayton, O. *n*

DEL RAY CORP., San Francisco (mushroom sauce). Agency: J. Walter Thompson Co., San Francisco.

DEMOCRATIC NATIONAL COMMITTEE, Washington (political). *n*

DEO Corp., Berkeley, Calif. (Dennis ointment). Agency: Atlee F. Hunt Co., Oakland, Calif.

DE SOTA CHEMICAL Co., Arcadia, Fla., (Gator roach exterminator). Agency: Lake-Spiro-Cohn Inc., Memphis.

DE SOTO MOTOR Corp., Detroit (motor cars). Agency: J. Stirling Getchell Inc., Detroit. *rn sa*

DETHOL MFG. Co., Washington (insect powder). Agency: Aitkin-Kynett Co., Philadelphia. *sa*

DETROIT & CLEVELAND NAVIGATION Co., Detroit (lake transportation). Agency: J. F. Walsh Adv. Agency, Detroit. *sa*

DETROIT CREAMERY Co., Detroit (Arctic dairy products). Agency: N. W. Ayer & Son Inc., Detroit.

DETROIT WHITE LEAD WORKS, Detroit (Rogers brushing lacquer). Agency: Erwin, Wasey & Co. Inc., Chicago. *sp t*

DEXDALE HOSIERY MILLS, Lansdale, Pa. (women's hosiery). Agency: Hirshon-Garfield Inc., N. Y.

DIAMOND BEVERAGE Corp., Waterbury, Conn. (beverages). Agency: Chas. W. Hoyt Co. Inc., N. Y.

E. E. DICKINSON Co., New Haven, Conn. (face cream and witch hazel). Agency: Wilson H. Lee Adv. Agency, New Haven, Conn. *sp t*

DICTOGRAPH PRODUCTS Corp., New York (Acousticon heating pads). Agency: Schwab & Beatty Inc., N. Y. *t*

DIETARY FOODS Co., Minneapolis (Dietene). *sa*

DILL PUBLISHING Co., New York (Radio Stars magazine). *sa*

DIPLOMAT PRODUCTS Inc., New York (canned chicken). Agency: Al Paul Lefton Co. Inc., Philadelphia.

DIXIE DISTRIBUTORS Inc., Hillsdale, Mich. (oil marketers). Agency: Potts-Turnbull Adv. Co., Kansas City. *t*

DOBBS Co., New York (Tomex). *sa*

DODGE BROTHERS Corp., Detroit (motor cars). Agency: Ruthrauff & Ryan Inc., N. Y. *rn sp sa t ta*

DOGLOW PRODUCTS Co., New York (dog cleaning powder). Agency: Loewy Adv. Agency, N. Y. *sp*

J. G. DODSON PROPRIETARIES, Atlanta (Mentodene, etc.). *sa sp*

DOLLAR CRYSTAL Co., Omaha (Texas crystals). Agency: Earl Allen Adv. Agency, Omaha. *sp*

DOMESTIC SEWING MACHINE Co., Cleveland. *t*

DOMINIQUE Inc., Detroit (perfume). Agency: Campbell-Ewald Co. Inc., Detroit. *sa*

DOMINION DISTILLERS Inc., Jersey City (Kaveh, coffee cordial). Agency: Ralph Rossiter Inc., N. Y. *sp*

DON LEON COFFEE Co., Lincoln, Neb. (coffee & spices). *sa*

DON PARMALEE, Des Moines (Buick contest). *t*

DORLO Co., Chicago (beauty products). Agency: Phelps-Engel-Phelps Inc., Chicago.

D'OR PRODUCTS Co., Cleveland (egg shampoo). Agency: Ralph W. Sharp, Cleveland.

DRAKE HOTEL, Chicago. Agency: Harry Atkinson Inc., Chicago.

DRENN & McCARTHY Inc., Auburn, N. Y. (Enna Jettick shoes).

DREWRYS, Ltd., Chicago (Drewrys Ale). Agency: J. R. Hamilton Adv. Agency, Chicago. *sp*

DREWRY & SONS Co., St. Paul (Red Cross beverages). Agency: Harman-McGuines Inc., St. Paul.

DREZMA Inc., New York (cosmetics). Agency: Small, Kleppner & Seiffer Inc., N. Y. *t*

DRI BRITE Inc., St. Louis (self-polishing wax). Agency: Ruthrauff & Ryan Inc., N. Y.

DRUG TRADE PRODUCTS, Chicago (Peruna). Agency: Benson & Dall Inc., Chicago. *sp*

P. DUFF & SONS Inc., Pittsburgh (ginger bread mix). Agency: Batten, Barton, Durstine & Osborn Inc., Pittsburgh. *sp t*

DUFFY-MOTT Co. Inc., New York (citrus products). Agencies: Grady & Wagner, N. Y.; Long Adv. Service, San Jose, Cal. *sp sa*

DUNCAN COFFEE Co., Houston (Admiration coffee). Agency: Jay H. Skinner, Houston. *sp t*

DUNN & McCARTHY Inc., Auburn, New York (Enna Jettick shoes). Agencies: The Grey Adv. Service Inc., N. Y.; Amos Parish & Co., N. Y.

ADELE DUPONT Co., Boston (Adele Dupont facial cream). *sp*

E. I. DU PONT de NEMOURS & Co., Wilmington, Del. (Zerone, Duco, etc.). Agencies: Harry M. Frost Co. Inc., Boston.; Batten, Barton, Durstine & Osborn Inc., N. Y. *sa sp*

DUQUESNE BREWING Co., Pittsburgh (Silvertop beer). *sp*

DURKEE ATWOOD Co., Minneapolis (auto accessories).

DURKEE FAMOUS FOODS Inc., Elmhurst, N. Y. (salad dressing, etc.). Agencies: Federal Adv. Agency Inc., N. Y.; C. Wendell Muench & Co., Chicago. *rn sa*

DURKEE - MOWER Inc., Lynn, Mass. (marshmallow fluff dessert). Agency: Harry M. Frost Co., Boston. *rn t sa*

DWARFUES Corp., Council Bluff, Ia. (breakfast cereal). Agency: Bozell & Jacobs Inc., Omaha. *sp*

DWINNEL-WRIGHT Co., Boston (White House coffee). Agency: Lavin & Co. Inc., Boston.

E

EAGLE DISTILLERY Co. Inc., New Brunswick, N. J. (Gold Stream apple brandy). Agency: Meldrum & Fewsmith Inc., Cleveland.

EARLY & DANIEL, Cincinnati (Tuxedo feeds). Agency: Keelor & Stites Co., Cincinnati. *sp*

EARNSHAW KNITTING Co., Newton, Mass. (Vanta baby garments). Agency: Ingalls, Adv., Boston.

EASTERN NU-ENAMEL Co., New York (paints). *sp*

EASTMAN KODAK Co., Rochester (Kodaks). Agency: J. Walter Thompson Co., N. Y. *t*

EASY-SHIFT MFG. Co., Des Moines, Ia. (Anti-freeze). Agency: Battenfield & Ball, Des Moines, Ia. *ta*

EASY WASHING MACHINE Corp., Syracuse, N. Y. (washers). Agency: Henri, Hurst & McDonald Inc., Chicago. *n sa*

EATON PAPER Corp., Pittsfield, Mass. (stationery). Agency: Wylie B. Jones Adv. Agency Inc., Binghamton, N. Y. *t sa*

EDISON GENERAL ELECTRIC & APPLIANCES Co., Chicago (hot point). Agency: Maxon Inc., Chicago.

Cover it ALL *with the* "NEW ENGLAND NETWORK"

New England *is* concentrated population. A few major cities — scores of lesser cities — and hundreds of towns, large and small. Three combinations of stations are available to "cover" New England. One can rightly claim some of the cities and a higher percentage of the towns. Another can rightly claim more of the cities and fewer towns. The entire "NEW ENGLAND NETWORK" with FIVE major stations strategically located in FIVE major buying centers covers it "all". Less than 2% of New England listeners live in the "scattered" coverage area.

POWER . . .

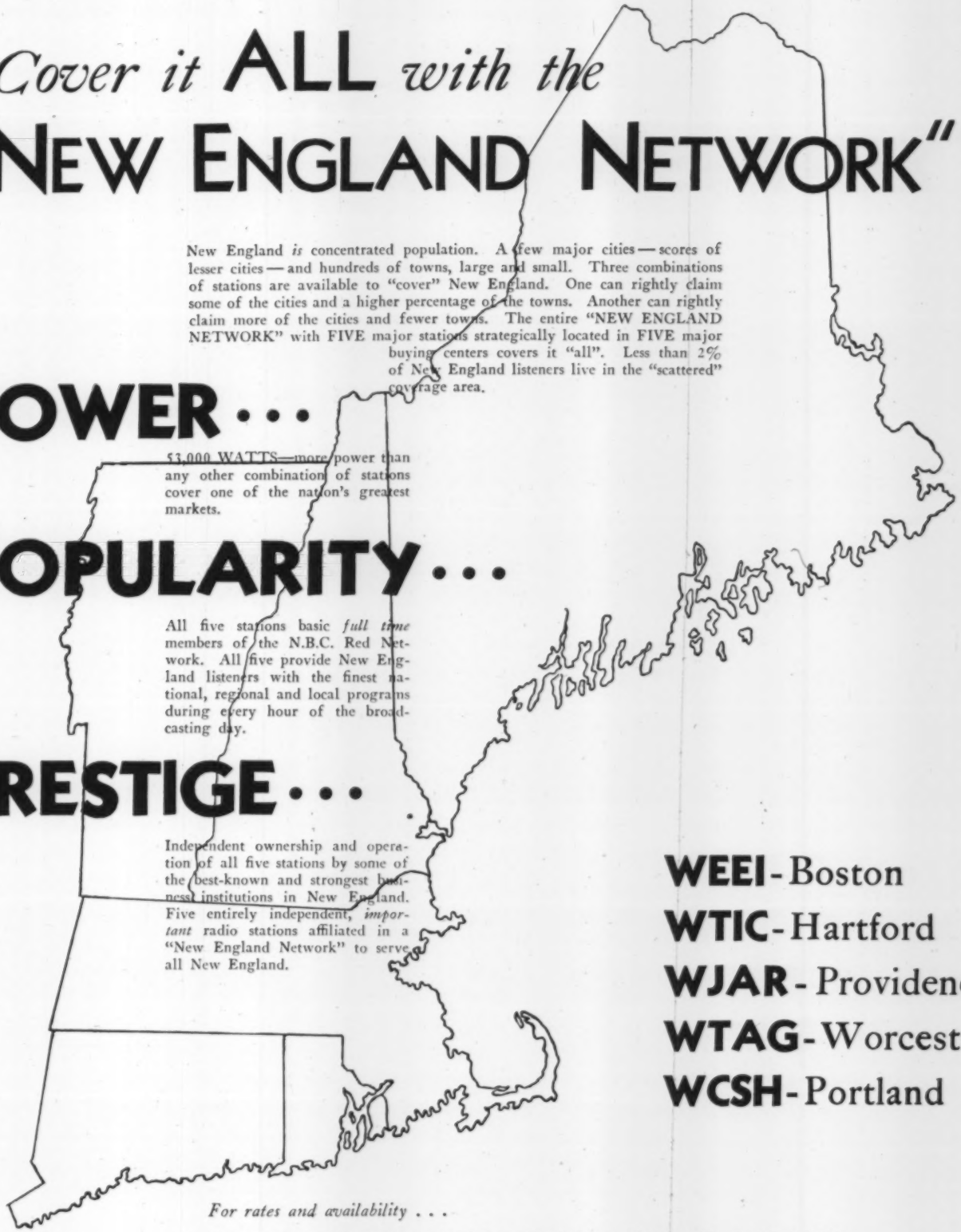
53,000 WATTS—more power than any other combination of stations cover one of the nation's greatest markets.

POPULARITY . . .

All five stations basic *full time* members of the N.B.C. Red Network. All five provide New England listeners with the finest national, regional and local programs during every hour of the broadcasting day.

PRESTIGE . . .

Independent ownership and operation of all five stations by some of the best-known and strongest business institutions in New England. Five entirely independent, *important* radio stations affiliated in a "New England Network" to serve all New England.



WEEI - Boston
WTIC - Hartford
WJAR - Providence
WTAG - Worcester
WCSH - Portland

For rates and availability . . .

NEW YORK—J. J. Weed, 220 East 42nd Street—Phone—Vanderbilt 3-3648
CHICAGO—C. C. Weed, 203 North Wabash Avenue—Phone—Randolph 7730
BOSTON—Edison Electric Ill. Co., 182 Tremont Street—Phone—Hubbard 2323
HARTFORD—Travelers Ins. Co., 700 Main Street—Phone—Hartford 2-3181

Directory of National and Regional Radio Advertisers (Cont'd).

THOMAS A. EDISON Inc., Orange, N. J. (radios, etc.). Agencies: Hanff-Metzger Inc., N. Y.; Federal Adv. Agency Inc., N. Y.

EDROS NATURAL PRODUCTS Inc., New York (Edrolax laxative). Agency: J. M. Mathes Inc., N. Y.

EDUCATOR BISCUIT Co., Chicago. *n sa*

EDUCATOR MFG. Co., Oakland City, Ind. (Educator fountain pens).

EDWARD TAILORING Co. Inc., Philadelphia (men's clothing). Agency: Al Paul Lefton Co. Inc., Philadelphia.

ELA SINGER ICE PACK Co., Chicago (cosmetics). *sp*

ELECTROLUX Co., New York (refrigerators). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sa*

ELGIN AMERICAN Co., Elgin, Ill. (Elgin razors). *sa*

ELGIN NATIONAL WATCH Co., Chicago (Elgin watches). Agency: J. Walter Thompson Co., Chicago.

ELMO SALES Corp., San Francisco (cosmetics). Agency: Emil Brisacher & Staff, San Francisco, *rn, sp.*

ELMWOOD FARMS Co., Boston (Chicken Shortcake). *sa*

EMERSON DRUG Co., Baltimore (Bromo-Seltzer). Agency: J. Walter Thompson Co., N. Y. *n sp sa*

THOMAS W. EMERSON Co., Boston (seeds). *sa*

EMPIRE GOLD BUYING SERVICE, New York. Agency: Friend Adv. Agency, N. Y. *sp*

EMPLOYER'S CASUALTY Co., Dallas (insurance). *rn*

ENCYCLOPAEDIA BRITANNICA Inc., New York (publishers). Agency: N. W. Ayer & Son Inc., Chicago. *t*

ENGLANDER SPRING BED Co., New York (Englander day beds). Agency: Peck Adv. Agency Inc., N. Y.

J. C. ENO Ltd. Inc., Buffalo (Eno's salts). Agency: N. W. Ayer & Son Inc., Philadelphia. *n sp t*

ENOZ CHEMICAL Co., Chicago (moth liquid). Agency: McJunkin Adv. Co., Chicago. *n sp*

EOPA Co., San Francisco (home remedies). Agency: Bob Roberts & Associates, San Francisco.

ESBENCOTT LABORATORIES, Portland, Ore. (Santiseptic). Agency: W. S. Kirkpatrick Adv. Service, Portland, Ore. *sp t*

ESSLINGERS Inc., Philadelphia (brewers). Agency: Clements Co., Philadelphia.

EUCLID CANDY CO. OF CALIF., San Francisco (Red Cap candy). Agency: Emil Brisacher & Staff, San Francisco.

GEORGE B. EVANS LABORATORIES Inc., Philadelphia (Elderflower eye lotion). Agency: E. A. Clarke Co., Philadelphia.

DAVID G. EVANS COFFEE Co., St. Louis (Old Judge coffee). Agency: Mortimer W. Mears Inc., St. Louis. *sp*

EVER-DRY LABORATORIES Inc., Los Angeles (deodorant). Agency: Production Service Co., Los Angeles.

EVEREADY PRESTONE Co., New York (anti-freeze). *sa*

EXCEL ELECTRIC Co., Muncie, Ind. (electric cookers). Agency: Root-Mandabach Adv. Agency, Chicago. *sp*

EX-LAX Inc., Brooklyn (laxative). Agency: Joseph Katz Co., Baltimore. *n sa ta*

EYE-TEB Inc., Chicago (artificial eye-lashes). Agency: Caroll Dean Murphy Inc., Chicago. *sp*

EY' TINE DISTRIBUTING Corp., New York (eyelash dye).

F

MAX FACTOR Corp., Hollywood (cosmetics). *sp*

FALSTAFF BREWING Corp., St. Louis (Falstaff beer). Agency: Gardner Adv. Co., St. Louis. *sp sa*

FANCIER FOODS Inc., Chicago (Prest-O-Meat). Agency: Stack-Goble Adv. Agency, Chicago. *sa*

FANT MILLING Co., Sherman Tex. (Gladiola flour). Crook Adv. Agency, Dallas. *rn*

FARMERS' SEED & NURSERY Co., Faribault, Minn. (seeds).

FARMERS' WHOLESALE Co., Minneapolis (flour and feed products). Agency: Addison Lewis & Associates, Minneapolis.

FASTEETH Inc., Binghamton, N. Y. (Denture Powder). Agency: Wylie B. Jones Agency Inc., Binghamton, N. Y. *sp*

FAULTLESS STARCH Co., Kansas City, (Faultless starch). Agency: Ferry-Hanly Adv. Co., Kansas City. *sp t*

FAVORITE STOVE & RANGE Co., Piqua, O.

FAWCETT PUBLICATIONS, Minneapolis (True Confession magazine, etc.). Agencies: Ruthrauff & Ryan Inc., Chicago; Critchfield-Graves Co., Minneapolis. *sa ta*

FRED FEAR & Co., Brooklyn (Chick Chick and Magic Wand Easter egg dye). Agency: Menkin Adv. Inc., N. Y. *sa t*

FEDERAL CLOTHING STORES, New York (chain clothiers). *sp*

FEDERAL ENAMELING & STAMPING Co., Pittsburgh (kitchenware). Agency: Albert P. Hill Co. Inc., Pittsburgh. *t*

FEDERAL TOBACCO Co., Pittsburgh (Gold Flower stogies). Agency: W. S. Hill Co. Inc., Pittsburgh.

FEHR BAKING Co., Houston, Tex. (cookies and cakes). *sa*

JOHN J. FELIN & Co. Inc., Philadelphia (pork packers). Agency: Al Paul Lefton Co., Inc., Philadelphia.

FELLOWS MEDICAL MFG. Co., New York (hypophosphates). Agency: Fishler, Zealand & Co., N. Y.

FELS & COMPANY, Philadelphia (Fels Naptha soap). Agency: Young & Rubicam Inc., N. Y. *n sp*

FELTMAN & CURME SHOE STORES, Chicago. *sp sa*

H. FENDRICH Inc., Evansville, Ind. (Charles Denby cigars). Agency: Ruthrauff & Ryan Inc., Chicago.

FENLEY'S MODEL DAIRY Co., Chicago. *t*

EARL FERRIS NURSERY Co., Hampton, Ia. (nurseries). Agency: Lessing Adv. Co. Inc., Des Moines. *sp*

FERRY-MORSE SEED Co., San Francisco (seeds, fertilizer). Agency: Gerth-Knollin Adv. Agency, San Francisco. *sp*

F. & F. LABORATORIES, Omaha (F. & F. cought drops).

MARSHALL FIELD & Co., Chicago (dry goods). Agencies: N. W. Ayer & Son Inc., Chicago; Charles Daniel Frey Co., Chicago.

FIGARO Co., Dallas (meat cure). Agency: Carpenter-Rogers Co., Dallas, Tex. *sa*

FINTEX Inc., Cleveland (suits and overcoats). *t*

FIRESTONE TIRE & RUBBER Co., Akron (tires & tubes). Agency: Sweeney & James Co., Cleveland. *n rn*

FISH & SEA FOOD INSTITUTE of the U. S., Chicago office. Agency: Sellers Service Inc., Chicago. *sa*

B. FISCHER & Co., New York (Astor coffee, spices, etc.). Agency: Tracy-Locke-Dawson Inc., N. Y. *sp*

FISHER BODY Corp., Detroit. Agency: Erwin, Wasey & Co., N. Y. *n*

NATHANIEL FISHER & Co., New York (Polly Preston shoes).

FITCH PUBLISHING Co., New York. Agency: E. C. Van Dyke Inc., N. Y. *rn*

F. W. FITCH Co., Des Moines, (shampoo). Agency: J. Roland Kay Inc., Chicago.*n sa*

FITZGERALD MFG. Co., Torrington, Conn. (Star-Rite electrical appliances). Agency: John O. Powers Co., N. Y.

FITZPATRICK BROS. Inc., Chicago (Kitchen Kleanser, etc.). Agency: Neisser-Meyerhoff Inc., Chicago. *sp*

FLEET WING OIL Corp., Cleveland. Agency: McCann-Erickson Inc., Cleveland. *sp*

ERNST FLENTJE, Cambridge, Mass. (shock absorbers).

FLORENCE STOVE Co., Florence, Mass. (Florence oil stoves). Agency: Wm. B. Remington Inc., Springfield, Mass. *sp*

FLORET PRODUCTS Co., New York (Italina laxative salts). *sp*

FLORIDA CITRUS ADVERTISERS ASS'N., Winterhaven, Fla. (grapefruit). *sa*

FLORIDA CITRUS EXCHANGE, Tampa, Fla. (Sealdsweet). Agency: J. Walter Thompson Co., N. Y. *sa*

FLORIDA FRUIT CANNERS Inc., Frostproof, Fla. Agency: James A. Greene & Co., Atlanta. *sa*

FOLEY & Co., Chicago (Foley's Honey & Tar). Agency: Frankel-Rose Co., Chicago. *sp*

J. A. FOLGER & Co., San Francisco (food). Agency: Raymond R. Morgan Co. Inc., Hollywood. *rn*

FONTANA FOOD PRODUCTS, San Francisco (macaroni and noodles). Agency: Brewer-Weeks Co., San Francisco. *sa*

FOOD DISPLAY MACHINE Corp., Chicago (Brown Bobby doughnut machine). Agency: Matteson-Fogarty-Jordan Co. Inc., Chicago.

J. B. FORD SALES Co., Wyandotte, Mich. (Wyandotte cleanser). Agency: N. W. Ayer & Son Inc., Philadelphia.

FORD DEALERS OF AMERICA, Detroit. Agency: N. W. Ayer & Son Inc., Philadelphia. *n t*

FORD MOTOR Co., Detroit (motor cars). Agency: N. W. Ayer & Son Inc., Philadelphia and N. Y. *n sp sa t*

FORHANS Co., New York (toothpaste). Agency: McCann-Erickson Inc., N. Y. *n*

FORMFIT CORSET Co., Chicago (Thrill brassieres and corsets). Agency: Morris, Windmuller & Enzinger, Chicago. *t*

H. D. FOSS & Co., Cambridge, Mass. (confectionery). Agency: Louis Glasser Inc., Boston.

FOSTER-MILBURN Co., Buffalo, N. Y. (Dian's pills). *sa*

E. FOUGERA & Co., New York (Vapex, etc.). Agency: Small, Kleppner & Seiffer Inc., N. Y. *sa t*

FOUKE FUR Co., St. Louis (sealskins). Agency: Ehlinger & Higgs Inc., Tulsa.

I. J. FOX Inc., New York (furs). Agency: Peck Adv. Agency Inc., N. Y. *n ta*

FRANCO-AMERICAN BAKING Co., Los Angeles (bread). *n*

FRANKFORT DISTILLERS Inc., Louisville, Ky. (Four Roses, etc.). Agency: Young & Rubicam Inc., N. Y. *sp*

FRANTZ DISTILLERS Inc., (liquor). Agency: B. H. Hockswender Agency, Pittsburgh. *sp*

FREEDOM OIL WORKS Co., Freedom, Pa. (gas and oil). Agency: Albert P. Hill Co., Pittsburgh. *sa*

FREEMAN SHOE Corp., Beloit, Wis. Agency: Stack-Goble Adv. Agency, Chicago.

FRENCH LICK SPRINGS HOTEL Co., French Lick, Ind. (Pluto water). Agencies: McJunkin Adv. Co., Chicago; H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sp t ta*

FRENCH SARDINE Co. Inc., Terminal Island, Calif. (Belle Isle sardines). Agency: Dan B. Miner Co., Los Angeles.

FRIEND BROTHERS Inc., Boston (Brick Oven baked beans). Agency: Ingalls-Adv., Boston. *sa*

FRIGIDAIRE SALES Corp., Dayton (electrical refrigeration). Agency: The Geyer Co., Dayton, O. *n*

FRIGID-MIX Co., Kansas City (ice cream powder). *sa*

FRITO Co., San Antonio, Texas (Fritos confections). *sa*

FROZEN DESSERTS Inc., Chicago (Ice-Cre-Mix). Agency: Roche, Williams & Cunnyngham Inc., Chicago. *sa t ta*

FRUIT BELT PRESERVING Co., East Williamson, N. Y. (Pixie baby food). *t*

FRUIT DISPATCH Co., New York (bananas). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sa t*

FRUIT INDUSTRIES Ltd., Los Angeles (Guasti wines). Agency: Fletcher & Ellis Inc., N. Y. *t*

GEORGE C. FRYE Co., Portland, Me. (Pancreobismuth). Agency: John W. Queen Co., Boston. *sa*

FULLER BRUSH Co., Hartford, Conn. (brushes). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

W. P. FULLER & Co., San Francisco (paints). Agency: McCann-Erickson Inc., San Francisco. *sa*

FUNK & WAGNALLS Co., New York (Literary Digest). Agencies: Badger, Browning & Hersey Inc., N. Y.; N. W. Ayer & Son Inc., Philadelphia; S. C. Croot Co. Inc., N. Y. *n*

G

GAMBLE STORES, Minneapolis. *t*

GARDEX Inc., Michigan City, Ind. (garden tools). Agency: J. L. Sugden Adv. Co., Chicago. *sa*

GARDNER NURSERY Co., Osage, Iowa (plants). Agency: Northwest Radio Adv. Co., Seattle. *sp t ta sa*

GARFIELD TEA Co., Brooklyn (proprietary remedy). Agency: H. W. Kastor & Sons Adv. Co. Inc., N. Y. *sp*

GARRY & Co. Inc., New York (Stylset). Agency: Grady & Wagner, N. Y.

GAS APPLIANCE SOCIETY of California, San Francisco. Agency: Jean Scott Frickelton, San Francisco. *sp*

GEBHARDT CHILI POWDER Co., San Antonio (Chili). Agency: Tracy-Locke-Dawson Inc., San Antonio. *sp rn*

GEM PRODUCTS SALES Co., Camden, N. J. (laundry soap). Agency: Robert M. Clutch Co., Philadelphia. *sp sa t*

GENERAL BAKING Co., New York (Bond bread). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sp sa t*

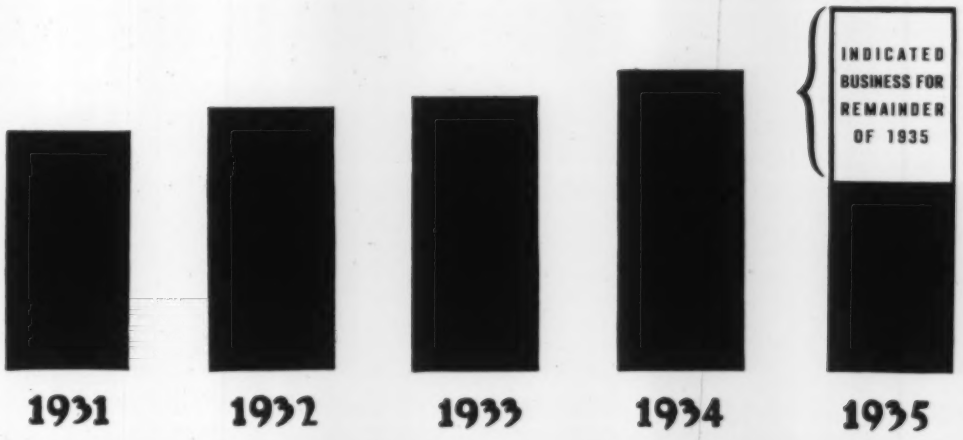
GENERAL CIGAR Co., New York (White Owl cigars). Agencies: J. Walter Thompson Co., N. Y.; Federal Adv. Agency Inc., N. Y. *n sa*

GENERAL COAL Co., Philadelphia (Jeddo Highland coal). *sa n*

GENERAL ELECTRIC Co., Schenectady (electrical refrigeration). Agencies: Batten, Barton, Durstine & Osborn Inc., N. Y.; Foster & Davies Inc., Cleveland; Maxon Inc., Detroit; Young & Rubicam Inc., N. Y. *n t*

GENERAL ELECTRIC Co., Cleveland (electrical refrigeration). Agency: Maxon Inc., Cleveland. *sa*

"BAD YEARS" HAVE BEEN GOOD YEARS FOR WGAR



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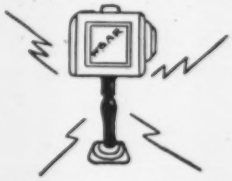

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John F. Patt, *Vice President and General Manager*

Edward Petry & Co., Inc., *National Representatives*

NORTHERN OHIO'S N·B·C BLUE NETWORK STATION

Directory of National and Regional Radio Advertisers (Cont'd) . . .

GENERAL ELECTRIC Co., Bridgeport, Conn. (electrical appliances).

GENERAL FOODS Corp., New York (Maxwell House coffee, Grape Nuts, etc.). Agencies: Young & Rubicam Inc., N. Y., Grape Nuts, Jell-O, Calumet Baking Powder, La France, Postum; Benton & Bowles Inc., N. Y., Certo, Diamond Crystal Salt, Maxwell House Coffee. *n t*

GENERAL HOUSEHOLD UTILITIES Co., Chicago (Grunow products). Agency: Hays-MacFarland & Co., Chicago. *n sp t*

GENERAL ICE CREAM Co., Schenectady (Fro-Joy ice cream). Agency: N. W. Ayer & Son Inc., Philadelphia. *sp*

GENERAL MILLS Inc., Minneapolis (Gold Medal Flour), Bisquick, Wheaties, etc.). Agencies: McCord Co., Minneapolis; Blackett-Sample-Hummert Inc., Chicago; Knox Reeves Adv. Inc., Minneapolis. *n t sp sa*

GENERAL MILLS Inc., San Francisco (Bisquick). Agency: Westco Adv. Agency, San Francisco. *rn t*

GENERAL MOTORS Corp., Detroit (motor cars). Agency: Campbell-Ewald Co. Inc., Detroit. *n sp sa t*

GENERAL OFFICE EQUIPMENT Corp., New York (Elliott-Fisher bookkeeping machines). Agency: Marschalk & Pratt Inc., N. Y.

GENERAL PAINT Corp., San Francisco. Agency: N. W. Ayer & Son Inc., San Francisco. *rn*

GENERAL PETROLEUM CORP. OF CALIF., Los Angeles. Agency: Smith & Drum Inc., Los Angeles. *n sp*

GENERAL TIRE & RUBBER Co., Akron (General tires). Agency: D'Arcy Adv. Co. Inc., St. Louis. *n*

GENERAL UTILITY PRODUCT Co., Chicago (Breakfast Club toaster). Agency: Reincke-Ellis-Younggreen & Finn Inc., Chicago.

GEORGE WASHINGTON HOTEL, New York. Agency: Edwin Bird Wilson, N. Y.

GEORGIE PORGIE Co., Council Bluffs, Ia. (Cereals). Agency: Haynes Adv. Co., Omaha.

GEPPERT STUDIOS, Des Moines (enlargements). Agency: Lessing Adv. Agency, Des Moines. *sp t sa*

GERBER PRODUCTS Co., Freemont, Mich. (strained vegetables, etc.). Agency: Erwin, Wasey & Co. Inc., Chicago. *n*

GERMANIA TEA Co., Minneapolis (Germania herb tea). Agency: Heath-Seehof Inc., Chicago. *sp*

GERMICIDE PRODUCTS Corp., Buffalo (D. A. G., Dak-N-Sol). Agency: Addison Vars Inc., Buffalo.

GEST BEAUMONT, Milwaukee (MediSpra). *sa*

D. GHIRARDELLI Co., San Francisco (chocolates). Agency: Erwin, Wasey & Co. Inc., San Francisco. *n*

FLOYD GIBBONS SCHOOL OF BROADCASTING, Washington, D. C. (radio instructor). Agency; Van Sant, Dugdale & Co., Baltimore.

A. C. GILBERT Co., New Haven, Conn. (Erector toys). Agency: Charles W. Hoyt Co. Inc., N. Y. *n sp t*

GILBERT & BARKER Mfg. Co., Springfield, Mass. (Flexible Flame oil burners). Agency: McCann-Erickson Inc., N. Y. *sa*

GILLETTE RUBBER Co., Eau Claire, Wisc. (Gillette tires). Agency: Cramer-Krasselt Co., Milwaukee. *sp sa t*

GILLETTE SAFETY RAZOR Co., Boston (razor blades). Agency: Ruthrauff & Ryan Inc., N. Y. *n rn sp sa t*

GILMORE OIL Co., Los Angeles (Red Lion, Record Breaker gasoline). Agency: Raymond R. Morgan Co. Inc., Hollywood. *rn sa t*

HENRY GLASS & Co., New York (Peter Pan fabrics). Agency: The Biow Co., N. Y.

GLEMBY Co. Inc., New York (Reginia & Jean hair nets). Agency: The Biow Co. Inc., N. Y. *sa*

GLESSNER Co., Findlay, O. (Keen shaving cream). Agency: United States Adv. Corp., Toledo.

GLIDDEN-HYDE Co., Boston (Triple-Toe hosiery). Agency: Chambers & Wiswell Inc., Boston.

GLOBE BREWING Co., Baltimore (Arrow Special beer). Agency: Joseph Katz Co., Baltimore. *sp*

GLOBE-UNION Mfg. Co., Milwaukee (storage batteries). Agency: Klau-Van Pietersom-Dunlap Associates Inc., Milwaukee.

GLUEK BREWING Co., Minneapolis (beer). Agency: Hutchinson Adv. Co., Minneapolis.

ADOLF GOBEL Inc., New York (sausage). Agency: Fletcher & Ellis Inc., N. Y.

GODCHAUX SUGARS Inc., New Orleans (Golden Star syrup). Agency: Fitzgerald Adv. Agency Inc., New Orleans.

GODISSARTS' PARFUM CLASSIQUE FRANCAIS Inc., Hollywood. Agency: Glasser Adv. Agency, Los Angeles. *sp*

GOLDBAN PHARMACAL Co., Camden, N. J. (cough syrup). Agency: Harry Feigenbaum Adv. Service, Philadelphia.

GOLD DUST Corp., New York (Silver dust, etc.). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sp t*

GOLDEN PEACOCK Inc., Paris, Tenn. (toilet goods). Agency: Ruthrauff & Ryan Inc., Chicago. *sp*

GOLDEN SPECIFIC Co., Cincinnati (medicine). Agency: H. W. Kastor & Son Adv. Co. Inc., Chicago. *sa*

GOLDEN WEST BREWING Co., Oakland, Cal. *ta*

GOLDEN STATE Co. Ltd., San Francisco (powdered milk). Agency: N. W. Ayer & Son Inc., San Francisco. *sp sa rn*

WILLIAM P. GOLDMAN & BROS., New York (clothing). Agency: Bachenheimer-Dundes Inc., N. Y. *sp rn*

CHARLES GOLDSTEIN, Juneau, Alaska (furs). *sa*

GOODAL WORSTED Co., Sanford, Me. (Palm Beach cloth). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y.

GOODERHAM & WORTS Ltd., Toronto (G. & W. whiskey). *sp*

GOOD-HUMOR ICE CREAM Co., Brooklyn-Chicago (ice cream bars). *sp sa t*

GOOD LUCK FOOD Co. Inc., Rochester, N. Y. (prepared desserts). Agency: Hughes, Wolff & Co. Inc., Rochester. *sp*

GOODRICH-GAMBLE Co., St. Paul (Mist-Tox, Hoff's liniment). Agency: McCord Co., Minneapolis. *sa*

B. F. GOODRICH RUBBER Co., Akron (tires). Agency: Ruthrauff & Ryan Inc., N. Y. *n sp*

GOODYEAR TIRE & RUBBER Co., Akron, O. (tires). Agency: Erwin, Wasey & Co. Inc., N. Y.

GOPHER GRANITE Co., St. Cloud, Minn. (granite). *sp*

GORDON BAKING Co., Detroit (Silver Cup bread). Agency: Sehl Adv. Agency, Chicago. *sp*

GORDON Mfg. Co., Framingham, Mass. (clothing). *sp*

W. H. GRAHAM, Boston (morticians). *rn*

GRAHAM-PAIGE MOTORS Corp., Detroit (motor cars). Agency: United States Adv. Corp., Toledo. *sp sa*

I. J. GRASS NOODLE Co. Inc., Chicago (egg noodles). Agencies: Fred A. Robbins Inc., Chicago; Chas. A. Silver & Co., Chicago. *sp*

R. H. GRAUPNER & Co., Harrisburg, Pa. (Jolly Scot ale). Agency: Foltz-Wessinger Inc., Lancaster, Pa. *sa*

DOROTHY GRAY, New York (cosmetics). Agency: Kenyon & Eckhardt Inc., N. Y.

MARION R. GRAY Co., Los Angeles (shirts). Agency: Lockwood-Shackelford Co., Los Angeles. *sp t*

GRAYBAN Inc., New York (toilet preparations). Agency: H. E. Lesan Adv. Agency Inc., N. Y.

GREAT ATLANTIC & PACIFIC TEA Co., New York (A&P stores). Agency: Paris & Peart, N. Y. *n rn sp sa t*

GREAT NORTHERN RAILWAY Co., St. Paul (rail transportation). Agencies: Reincke-Ellis-Younggreen & Finn Inc., Chicago; David Inc., St. Paul. *sa*

GREAT SEAL PRODUCTS Co., Newark, O. (Great Seal vanilla). *sa*

GREYHOUND MANAGEMENT Inc., Cleveland (bus transportation). Agency: Beaumont & Hohman Inc., Cleveland. *sa t*

GRIESEDIECK-WESTERN BREWERY Co., Belleville, Ill. (Stag beer). Agency: Budke-Connell Adv. Agency, St. Louis. *sp sa*

GRIFFIN GROCERY Co., Muskogee, Okla. (Wonder baking powder). Agency: Rogers-Gano Adv. Agency, Tulsa. *sp sa*

GRIGSBY-GRUNOW Co., Chicago (Majestic radios). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sp*

GROCERY STORE PRODUCTS Inc., New York (Fould's macaroni, etc.). Agency: Gotham Adv. Co., N. Y.

GROVE LABORATORIES Inc., St. Louis (Bromo Quinine). Agency: Stack-Goble Adv. Agency, N. Y. *n*

GRUEN WATCH MAKER'S GUILD, Cincinnati (watches). Agency: DeGarmo-Kilbourn Corp., N. Y.

CHARLES GULDEN Inc., New York (Gulden's mustard). Agency: Charles W. Hoyt Co. Inc., N. Y. *t*

GULF REFINING Co., Pittsburgh (gasoline & oil). Agencies: Cecil, Warwick & Cecil Inc., N. Y.; Young & Rubicam Inc., N. Y. *n*

S. GUMPERT Co. Inc., Brooklyn (dessert). *sp*

GUNTHER BREWING Co., Baltimore (beer). Agency: I. A. Goldman Co., Baltimore. *sa*

H

HAAS, BARUCH & Co., Los Angeles (Iris coffee). Agency: Charles H. Mayne Co., Los Angeles.

DR. J. W. HAINES Co., Cincinnati (Golden treatment). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sa*

HALEY M-O Co., Inc., Geneva, N. Y. (magnesia oil). Agency: Erwin, Wasey & Co. Inc., N. Y.

G. P. HALFERTY & Co. Inc., Seattle (Smart Set salmon steak). Agency: Milne & Co. Inc., Seattle.

HALITOSINE Co., St. Louis (Halitosine mouth wash). Agency: Jimm Daugherty Inc., St. Louis. *sp sa*

HALSEY STUART Co., Chicago (bonds, securities). Agency: Gamble & Co. Ltd., Chicago.

HAMILTON-BEACH MFG Co., Racine, Wisc. (electric motors). Agency: Western Adv. Agency Inc., Racine, Wisc.

HAMILTON WATCH Co., Lancaster, Pa. (watches). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

HAMLIN'S WIZARD OIL Co., Chicago (Wizaroyal). Agency: Ruthrauff & Ryan Inc., Chicago. *sp sa t*

HAMM BREWING Co., St. Paul (beer). Agency: McCord Co., Minneapolis. *t sa*

HANCOCK OIL Co., Los Angeles. Agency: Emil Brisacher & Staff, Los Angeles. *rn*

RALPH HANCOCK, New York (Gardens of the Nation). *sp*

HAND MEDICINE Co., Philadelphia (Dr. Hand's Worm Elexir). Agency: John L. Butler Co., Philadelphia. *sa*

CHR. HANSEN'S LABORATORY, Little Falls, N. Y. (Junket dessert). Agency: Mitchell-Faust Adv. Co., Chicago. *sp sa t*

HAPPY WATER Co., Chicago (crystals). *sp*

JOHN P. HARDING Inc., Chicago (meat producers). Agency: C. Wendell Muench & Co., Chicago.

HART SCHAFFNER & MARX, Chicago (men's clothing). Agency: Batten, Barton, Durstine & Osborn Inc., Chicago.

HARTZ MOUNTAIN PRODUCTS Inc., New York (bird seed). Agency: Ernest Davids Inc., N. Y. *sa*

HARVARD BREWING Co., Lowell, Mass. (Green Label beer). Agency: Charles W. Hoyt Co. Inc., N. Y.

HASKINS BROS. & Co., Omaha (soap). Agency: D'Arcy Adv. Co. Inc., St. Louis.

HAWAIIAN AVOCADO MAYONNAISE, Los Angeles. *t*

HAWAIIAN PINEAPPLE Co., San Francisco (Dole pineapple). Agency: N. W. Ayer & Son Inc., N. Y.

JAMES HAWLEY Co., Millis, Mass. (cereal). *sp*

HAZEL ATLAS GLASS Co., Wheeling, W. Va. (Atlas fruit jars). *sa*

HEALTH FOUNDATION OF CALIFORNIA, Los Angeles (carbohydrated foods). *sa*

HEALTH PRODUCTS Corp., Newark, N. J. (Feen-A-Mint, Dillard's Aspergum, etc.). Agency: Wm. Esty & Co. Inc., N. Y. *n sp sa*

HECKER H-O Co., Buffalo (Grandma's pancake flour & Farina). Agency: Erwin, Wasey & Co. Inc., N. Y. *n sa t*

JAMES HEDDON'S SONS, Dowagiac, Mich. (fishing tackle). Agency: Rogers & Smith Adv. Agency, Chicago. *sa*

HEGER PRODUCTS Co. Inc., St. Paul (Vit-A-Song bird seed). Agency: Gerald S. Beskin Agency, Minneapolis.

HEIL COMPANY, Milwaukee (steel dump bodies).

H. J. HEINZ Co., Pittsburgh (foods). Agency: Maxon Inc., Detroit. *n t*

WILLIAM HELBEIN & Co., New York (Helbros watches).

HELWIG & LEITCH Corp., Baltimore (majestic food products). Agency: Emery Adv. Co. Inc., Baltimore. *sa t*

HENNAFOAM Corp., New York (Hennafoam shampoo). Agency: Riegel & Leffingwell, N. Y. *t*

HERB JUICE-PENOL Co., Danville, Va. (Miller's Herb Extract). Agency: Bennett Adv., High Point, N. C.

DR. HESS & CLARK Inc., Ashland, O. (poultry food). Agency: N. W. Ayer & Son Inc., Philadelphia.

E. E. HESS Co., Brook, Ind. (witch hazel cream). Agency: Rogers & Smith Adv. Agency, Chicago. *sp sa*

The BILTMORE HOTEL Los Angeles

LARGEST, FINEST and most centrally located house in the city. All rooms with bath and circulating ice water. Between two beautiful city parks. The BILTMORE is in the center of the city's life.

SENSIBLE ROOM RATES—$3.50 Single; $5.00 Double

The BILTMORE BOWL is America's most colorful night spot. Two marvelous floor shows; dancing to the music of a nationally known orchestra; continuous entertainment from 7:30 to closing, and a wonderful dinner for $1.50.

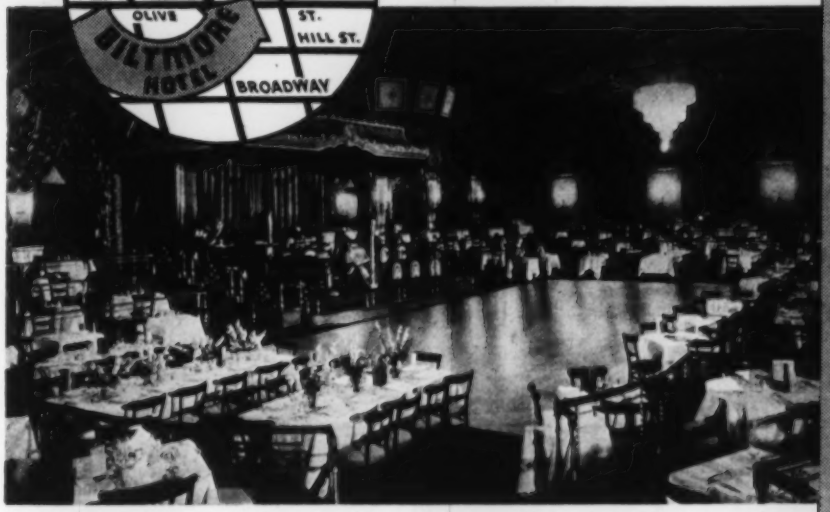
The RENDEZVOUS is a night club in the afternoon. Also has two floor shows; dancing noon to six, luncheon for a dollar, and a tempting cocktail corner.

The LOUNGE, a charming spot where good fellows meet. The Biltmore operates six dining rooms, two of them featuring counter service.

THE BILTMORE BOWL, PICTURED BELOW, IS AMERICA'S LARGEST NIGHT CLUB.

DELEGATES TO THE N. A. B. CONVENTION

in Colorado Springs who extend their trip to Los Angeles will find a glad hand of welcome at the Biltmore Hotel. This house is convenient to Hollywood and all local points of interest. Los Angeles is directly on the way to the San Diego Exposition and Agua Caliente in Old Mexico.



Associated Hotels
U. S. GRANT in SAN DIEGO
AGUA CALIENTE in OLD MEXICO

LITTLE STORIES
of RADIO ADVERTISING

WE had been sitting in a New York hotel room for at least three hours in one of those radio - program, merchandising, sales and sales promotion conferences; had filled the room with smoke and all the ash trays with cigarette and cigar butts.

Charles Martin—meat packer and corned beef hash king from Chicago, the account executive and copy writer from his advertising agency, the food broker handling their products in the New York market, Walter Neff, sales manager of WOR, John Gambling whose program has provided entertainment and exercise to New Yorkers for the past seven years, and myself.

A chambermaid came in to empty ash trays and "tidy up a bit". Walter Neff asked her if she ever ate any corned beef hash. She answered in a rich Irish brogue, "Shure I do". He then asked what kind. She said "Broadcast Brand". It sounded like a frame-up on Charlie Martin because Broadcast was the brand John Gambling was promoting for him on his famous morning program.

The food broker Ed Meier, asked her where she bought it and got a big laugh when she answered "At the A & P store" because A & P had not yet stocked the product. But Mrs. Maloney had an answer for that one. "Shure, I know what you're laughin' about. You're goin' to say they don't carry it, and they don't, but they send out and get it for me". She added "I'm thinkin' if they stay on John Gambling's program long they will all have to be stockin' it." (And they all have.)

She said further that her family had bought everything that John Gambling had ever promoted on his program. Someone asked her if she had ever met John Gambling. She said, "No, but I would sure be proud to do so". She was introduced to John Gambling and a tear rolled down her cheek as she said, "Mr. Gambling, it's the proudest moment of my life".

I had lunch the next day with a man who is manager of the New York branch of one of the larger oil companies. Some mention was made of John Gambling. This man stated that they had never so far as he knew, missed one of John Gambling's early morning programs since he went on the air. He added, "We have bought everything at our house that he has ever promoted on the program except Clemen's Clothes. I did not buy clothes because I have had my clothes made by a tailor for the past 20 years."

He said further, "I have written more than 20 letters to John Gambling regarding his program, products, etc. I wrote to him last week when he asked what kind of music the audience preferred. We have never heard of canned corned beef hash but when John Gambling said that Broadcast Brand Hash was good, of course we tried it and believe me, it is good."

And that's that! Except to remind you that this morning program going on at the impossible hour of 6:45 A. M. increased the sale of Broadcast products in the New York market more than 2000% in nine months.

These little stories of everyday radio life make it easy to understand what the writer meant who wrote "Radio possesses all of the emotional appeal and persuasiveness of the human voice. This gives it a power which cold print cannot equal". Try to imagine any other advertising medium producing stories such as the above. Or the following, for that matter.

The same evening of the Broadcast Brand conference in the same hotel, Allen Campbell, Walter Neff and myself had just left my room to go down to dinner. Walter was telling Allen the story of Mrs. Maloney and John Gambling. He finished as we stepped on the elevator and then Campbell said "By the way, Walter, who bought 'The Witches Tale'?"

Before Walter could answer, the elevator boy turned as he swung the door shut, and half over his shoulder said "Sachs' Furniture".

So what! So Mrs. Maloney, the chambermaid, buys Broadcast products because her friend John Gambling tells her to buy them. So Mr. Clark the big oil man, has bought practically everything that has been promoted on this program for seven years. So the elevator boy knows who bought "The Witches Tale" the next day after it went on the air for Sachs' Furniture. So the emotional appeal and persuasiveness of radio put it in a class all by itself as an advertising medium for action.

Among those who know radio advertising and have tested it thoroughly, there is no such thing as not "believing in" radio as an advertising medium. The only way to not "believe in" it, is to ignore it.

If you forget all the surveys, circulation figures, coverage maps and big charts and remember nothing but these human interest stories, you will still understand why the "smart money" goes for these station tested programs for quick and certain results. Radio for action!

WILLIAM G. RAMBEAU CO.

NEW YORK · CHICAGO · SAN FRANCISCO

Radio's First Special Representatives

Radio Advertisers & Agencies (Cont'd) . .

L. HEUMANN & Co. Inc., New York (proprietary). Agency: Friend Adv. Agency, N. Y.

HEXIN Inc., Chicago (cold tablets). Agency: Sellers Service Inc., Chicago. *sa*

HICKS RUBBER Co., Waco, Tex. *rn*

HIGH ROCK GINGER ALE Co., Baltimore. Agency: J. A. Helprin Adv. Co., Baltimore. *sp*

HILL BROS. Co., New York (Dromedary dates & gingerbread mix). Agency: Cecil, Warwick & Cecil Inc., N. Y. *sp*

HILLS LABORATORIES Inc., Silver Spring, Md. (proprietary). Agency: Jesse Loeb Advertising, Washington, D. C. *sa ta*

HILLS BROTHERS, San Francisco (Red Can coffee). Agency: N. W. Ayer & Son Inc., San Francisco. *sp t*

D. HILL NURSERY Co., Dundee, Ill. (seeds). Agency: Cramer-Krasselt Co., Milwaukee. *sp*

HILL FOOD PRODUCTS Co., Los Angeles (mayonnaise). Agency: Emil Brisacher & Staff, Los Angeles.

HINCKLEY & SCHMIDT, Chicago (Corinnia water). *sp*

HINZE-AMBROSIA Inc., New York (Ambrosia preparations). Agency: Luckey Bowman Inc., N. Y. *n sp*

HIPOLITE Co., St. Louis (marshmallow creme). Agency: Ralph Moore Inc., St. Louis. *sp sa*

HISTEEN Corp., Chicago (Histeen hay fever remedy). Agency: Ruthrauff & Ryan Inc., Chicago. *sa t*

HOFFMAN BEVERAGE Co. Inc., Newark, N. J. (pure fruit beverages). Agencies: Batten, Barton, Durstine & Osborn Inc., N. Y.; Kimball, Hubboard & Powel Inc., N. Y.

HOFFMAN - HAYMAN COFFEE Co., San Antonio (H & H coffee). Agency: Pitluk Adv. Co., San Antonio.

M. HOHNER Inc., New York (musical instruments). Agency: Atherton & Courier Inc., N. Y. *n*

HOLFORD INHALER Co., Minneapolis (inhalers). Agency: Kraff Adv. Agency, Minneapolis.

HOLLAND BUTTER Co., Boston (butter & eggs). *rn*

HOLLAND FURNACE Co., Holland, Mich. Agency: Blackett - Sample - Hummert Inc., Chicago.

R. M. HOLLINGSHEAD Co., Camden, N. J. (Whiz auto polish). Agency: Badger, Browning & Hersey Inc., N. Y.

HOLLYWOOD DRY Corp., Los Angeles (beverages). Agency: Hammel Adv. Corp., Los Angeles.

HOLLYWOOD MASK Inc., Chicago (cosmetics). Agency: Schwimmer & Scott, Chicago. *sp*

HOME MAKERS COUNCIL OF THE AIR, Boston (foods). Agency: Radio Broadcasting Co., Boston. *rn*

HOOD RUBBER Co., Watertown, Mass. (rubber & canvas footwear). Agency: McCann-Erickson Inc., N. Y.

THE HOOVER Co., Canton, O. (Hoover vacuum cleaners). Agency: Erwin, Wasey & Co. Inc., Chicago. *n*

HOOVER LINIMENT Co., Carlisle, Ind. (Dr. Cox's liniment). Agency: Wade Advertising Agency, Chicago. *sa*

EDNA WALLACE HOPPER Inc., Chicago (facial cream). Agency: Blackett-Sample-Hummert Inc., Chicago. *n*

HORLICK'S MALTED MILK Corp., Racine, Wisc. (malted milk). Agency: Lord & Thomas, Chicago. *n sp t*

GEO. A. HORMEL & Co., Austin, Minn. (Hormel canned foods). Agency: Batten, Barton, Durstine & Osborn Inc., Minneapolis. *sa*

HORN & HARDART BAKING Co., Philadelphia (restaurants). Agency: Clements Co., Philadelphia.

HORSE & MULE ASSOCIATION OF AMERICA, Dallas. Agency: Carpenter-Rogers Co., Dallas. *sa*

HOTEL ASTOR, New York. Agency: Donahue & Coe, N. Y.

HOTEL GOV. CLINTON, New York Agency: Rose-Martin Inc., N. Y. *sa*

HOTELS MANAGEMENT & SECURITIES Corp., Washington, D. C. (hotel management). Agency: Needham & Grohmann Inc., N. Y.

HOUBIGANT Inc., New York (perfumes). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y.

HOUSEHOLD FINANCE Corp., Chicago (family finance service). Agency: Charles Daniel Frey Co., Chicago. *n rn sa t*

HOUSE OF SEAGER Inc., Los Angeles (cosmetics). *n*

HOWELL Co., New Orleans (remedies, extracts). *t*

GEO. W. HOYLAND Inc., Kansas City (Smax cereal). Agency: Russell C. Comer Adv. Co., Kansas City.

HUBINGER Co., Keokuk, Iowa (Elastic starch). Agency: Ralph Moore Inc., St. Louis. *sp*

HUDNUT SALES Co. Inc., New York (perfumes & powders). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n rn sp*

HUDSON MOTOR CAR Co., Detroit (motor cars). Agencies: Brooke, Smith & French Inc., Detroit; The Blackman Co., N. Y. *n t*

E. GRIFFITHS HUGHES, Rochester, N. Y. (Kruschen salts). Agency: Wylie B. Jones Inc., Binghamton, N. Y. *t*

K. A. HUGHES Co., Boston (Thalax, Pyrosan, remedies). Agency: H. B. Humphrey Co., Boston. *sa*

HUMBLE OIL Co., Houston (oil & gasoline). Agency: McCann-Erickson Inc., N. Y. *sa*

HUMBOLDT MALT & BREWING Co., Eureka, Calif. (Brown Derby beer). Agency: Leon Livingston Adv. Agency, San Francisco.

HUMPHREY'S HOMEOPATHIC MEDICINE Co., New York (dog remedies). Agencies: The Biow Co. Inc., N. Y.; Phillips, Lennon & Co., N. Y. *n sp*

HUPP MOTOR Co., Detroit (motor cars). Agency: Stack - Goble Adv. Agency, Chicago.

HURLEY MACHINE Co., Chicago (Easy washing machines). Agency: Chas. Daniel Frey Co., Chicago. *sa*

THOMAS A. HUTCHINSON Co., New York (Du-Pak nail polish). *t*

HYDROX Corp., Chicago (Hydrox ice cream). Agency: J. R. Hamilton Adv. Agency, Chicago.

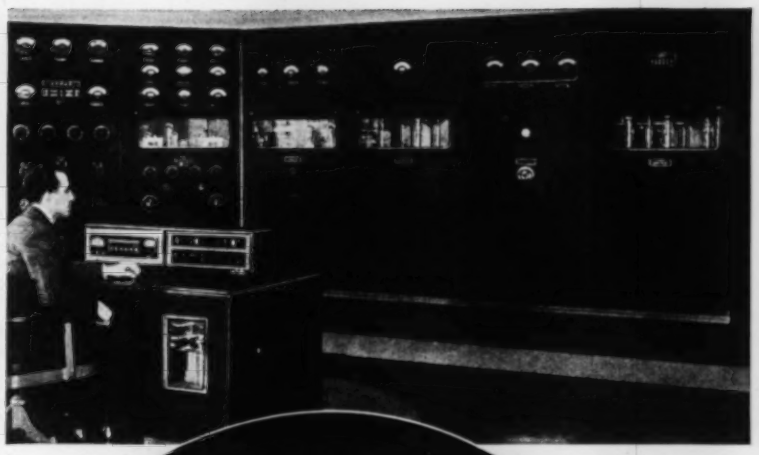
HYGEIA NURSING BOTTLE Co., Buffalo (strained vegetables). Agency: Batten, Barton, Durstine & Osborn Inc., Buffalo.

HYGRADE-SYLVANIA Corp., Clifton, N. J. (radio tubes). Agency: Cecil, Warwick & Cecil Inc., N. Y. *sa*

HYRAL Co., Fort Worth, Tex. (dentifrice). Agency: Luckey - Bowman, Inc., N. Y. *sa rn*

WIL THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.

Final power amplifier tube unit, showing Western Electric 35 KW water cooled tubes.



50 KW transmitter and transmitter control desk.

WOR's 17,000 volt rectifier tube unit, with its 6 large Western Electric radiation cooled tubes.

WOR

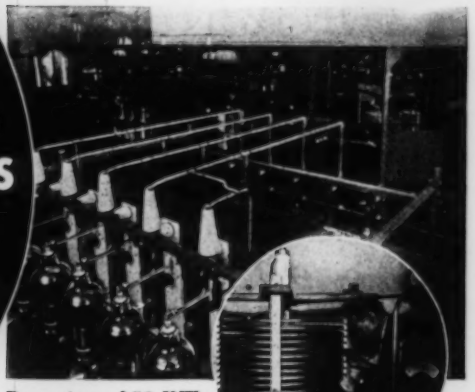
(50 KW)

engineered by

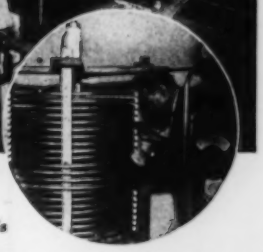
Bell Telephone Laboratories

and

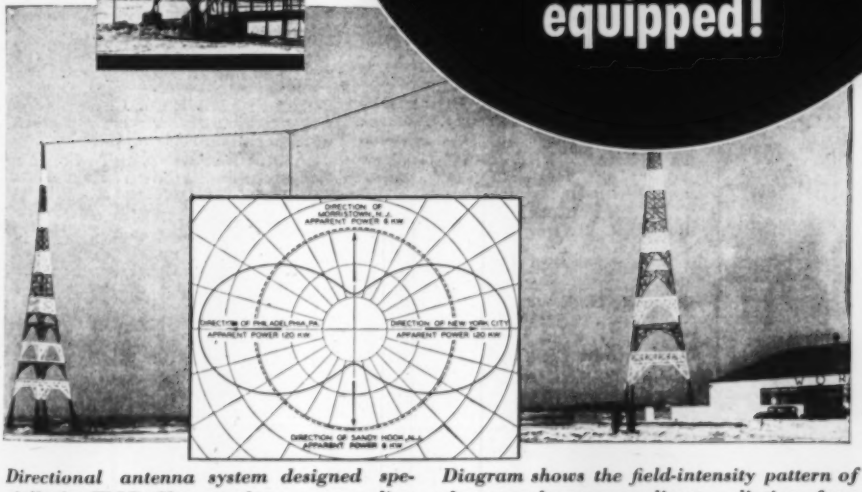
100% Western Electric equipped!



Rear view of 50 KW transmitter.



One of WOR's tuning coils.


DIRECTION OF MORRISTOWN, N. J.
APPARENT POWER 6 KW
DIRECTION OF PHILADELPHIA, PA.
APPARENT POWER 120 KW
DIRECTION OF NEW YORK CITY
APPARENT POWER 120 KW
DIRECTION OF SANDY HOOK, N.J.
APPARENT POWER 6 KW

Directional antenna system designed specially for WOR. Close-up shows one coupling house on support leg of tower.

Diagram shows the field-intensity pattern of the ground wave, or direct radiation, from this directional antenna.

Western Electric equipped master control desk in the speech input control room. Seen through the window are the transmitter and transmitter control desk.

WITH Western Electric, you get much more than just high-fidelity apparatus. You also get the full benefit of Bell Telephone Laboratories' experience and facilities in engineering station equipment to meet your exact needs.

WOR is an outstanding example. Engineering this installation from the ground up, the Bell Telephone Laboratories developed, among other features, WOR's directional antenna system—first of its kind—which focuses strongest signals where population is densest!

Talk over *your* special problems with Western Electric at the N. A. B. CONVENTION—Broadmoor Hotel, Colorado Springs—July 7th to 11th.

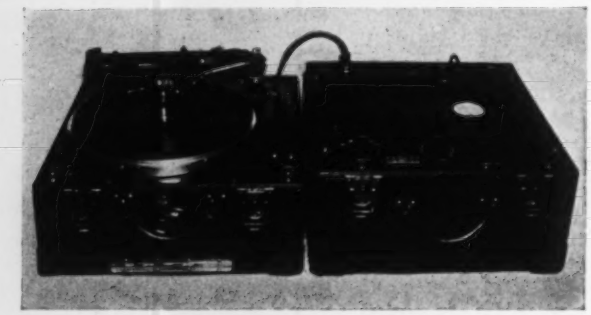
Western Electric

Distributed By Graybar Electric Co.
In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT

PRECISION RECORDING

for
QUALITY REPRODUCTION
CONSIDER THE NEW
HIGH-FIDELITY PRESTO
"INSTANT RECORDER"



★ **INSTANTANEOUS** ★ **ECONOMICAL**
★ **EFFICIENT**

Built by skilled craftsmen of the finest materials, the Presto Recorder is constructed with watch-spring precision.

The *Presto Instant Recorder* fulfills the insistent demands of Broadcasting stations and Electrical Transcription studios for high quality recording apparatus.

NOTE these salient features of the Presto Instant Recorder

1—Completely portable.
2—Easy to operate (Only two controls for operation.)
3—Flat within 1.5 db from 20—12,000 cycles.
4—Two speeds. 78 R.P.M. or 33 1/3 R.P.M.
5—Three stage resistance and transformer coupled amplifier.
6—Power output 10 watts.
7—Prices within your reach.

EVERYTHING FOR RECORDING . . . FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION.

Write for latest descriptive bulletin of our equipment and coated discs.

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

Radio Advertisers & Agencies (Cont'd) . .

I

IDEAL Co., Waco, Tex. (built-in-furniture). *rn*

ILLINOIS BOTTLED GAS Co., Chicago (Dri-Gas). Agency: Wade Adv. Agency, Chicago. *sp sa*

ILLINOIS CENTRAL RAILROAD, Chicago (rail transportation). Agency: The Caples Co., Chicago. *sa*

ILLINOIS MEAT Co., Chicago (corn beef hash). Agency: J. L. Sugden Adv. Co., Chicago. *sp*

IMPERIAL SUGAR Co., Sugarland, Texas. Agency: Tracy-Locke-Dawson Inc., Dallas. *sp*

INDEPENDENT GROCERS ALLIANCE DISTRIBUTING Co., Chicago (IGA brands). Agencies: Hilmar V. Swenson Co., Chicago; north central division (Winston-Newell Co., Minneapolis), McCord Co., Minneapolis. *sp*

INDEPENDENT SILO Co., St. Paul (silos). Agency: Harman-McGinnis Inc., St. Paul.

INDIANA SAFEWAY BUS LINES, Indianapolis (transportation). *sp*

INDIVIDUAL DRINKING CUP Co., Easton, Pa. (Dixie cups). Agency: N. W. Ayer & Son Inc., Philadelphia. *n*

INECTO Inc., New York (Inecto-Rapid Notox). Agency: The Biow Co. Inc., N. Y. *n t*

INFANT SUPPLY Co., Lynn, Mass. (Pyorless diapers). Agency: Northeastern Adv. Agency, Lynn, Mass.

INGERSOLL - WATERBURY Co., Waterbury, Conn. (watches, clocks). *sa*

INLAND CONSOLIDATED COAL Corp., Chicago (Great Eagle coal). *sa*

INSTITUTE OF AMERICAN MEAT PACKERS, Chicago (meat talks). Agency: McCann - Erickson Inc. *n*

INTERNATIONAL BEDDING Co., Baltimore (White Cloud mattresses). *t sa*

INTERNATIONAL LABORATORIES, Omaha (hair remedy). Agency: Buchanan-Thomas Adv. Co., Omaha.

INTERNATIONAL MATE Co., New York (Joyz Yerba Mate tea). Agency: Mark O'Dea & Co Inc., N. Y.

INTERNATIONAL OIL HEATING Co., St. Louis (oil burners). Agency: Phil Gordon Agency, Chicago. *sp sa*

INTERNATIONAL SALT Co., Scranton, Pa. (salt). Agency: Paris & Peart, N. Y. *sa*

INTERNATIONAL SHOE Co., St. Louis (Red Goose shoes). Agency: D'Arcy Adv. Co. Inc., St. Louis.

INTERNATIONAL SILVER Co., Meridan, Conn. (silverware). Agencies: N. W. Ayer & Son Inc., Philadelphia; Benton & Bowles Inc., N. Y.; Ralph H. Jones Co., N. Y; Young & Rubicam Inc., N. Y.

INTERNATIONAL VITAMIN Corp., New York (IVC pearls). Agency: Zinn & Meyer Inc., N. Y. *sp*

INTERSTATE COTTON OIL REFINING Co., Sherman, Tex. (Mrs. Tucker's shortening). Agency: Crook Adv. Agency, Dallas.

INTERSTATE DEPARTMENT STORES, New York (chain stores). *sa*

INTERSTATE LIFE ASSOCIATION, Hollywood (insurance). *t*

INTERWOVEN STOCKING Co., New Brunswick, N. J. (Interwoven hosiery). Agency: United Adv. Agency, Inc. N. Y. *sp*

INVESTORS SYNDICATE, Minneapolis. Agency: Erwin, Wasey & Co. Inc., Chicago.

I-O PRODUCTS Co. Inc., New York (I-O Tabs). Agency: Stewart, Hanford & Frohman Inc., N. Y.; Klan-Van Pietersom - Dunlap Associates, Milwaukee. *sp*

IODENT CHEMICAL Co., Detroit (tooth paste). Agency: Maxon Inc., Detroit. *sp t*

IOKELP COMPANY, San Diego (health tonic). Agency: Heintz, Pickering & Co. Ltd., Los Angeles *sp t*

IOWA PEARL BUTTON Co., Muscatine, Ia. (Blue Bird pearl buttons). R. C. Morenus & Co., Chicago. *sa*

IOWA SOAP Co., Burlington, Ia. (Magic Washer soap and Pynaseptic). Agency: Beecher Adv. Co., St. Louis. *sp t ta*

THE IRONIZED YEAST Co., Atlanta, Ga. (yeast tablets). Agency: Ruthrauff & Ryan Inc., N. Y. *n sp sa t*

IROQUOIS SEED Co., Chicago (seed corn). *sa*

I. T. S. Co., Elyria, O. (rubber soles & heels). Agency: Carr Liggett Inc. Cleveland.

IVANHOE FOODS Inc., Auburn, N. Y. (Salanaise salad dressing). Agency: Moser & Cotins Inc., Utica, N. Y.

J

WALTER JANVIER Inc., New York (Kellogg's Tasteless castor oil). Agency: Churchill-Hall Inc., N. Y.

DR. D. JAYNE & SON Inc., Philadelphia (vitamin wine). Agency: Carter-Thomson Co., Philadelphia.

JEAN Inc., Newark (Gingerbread Mix, etc). Agency: W. I. Tracy Inc., N. Y.

JEAN JORDEAU Inc., South Orange, N. J. (Zip and depilatory cream). Agency: James R. Flanagan Adv. Agency, N. Y. *t*

JEDDO - HIGHLAND COAL Co., Jeddo, Pa. (coal producers). Agency: N. W. Ayer & Son Inc., N. Y. *n*

JOHN F. JELKE Co., Chicago (Good Luck margarine). Agency: Blackett-Sample-Hummert Inc., Chicago.

JELL-WELL DESSERT Co. Inc., Los Angeles. Agency: Mayers Co., Los Angeles. *t*

JEL-SERT Co., Chicago (Flavorade). Agency: Rogers & Smith Adv. Agency, Chicago. *sp*

JENNY WREN Co., Lawrence, Kan. (Jenny Wren flour). Agency: R. J. Potts & Co., Kansas City, *sp sa*

ANDREW JERGENS Co., Cincinnati (Woodbury's soap and lotion). Agencies: J. Walter Thompson Co., N. Y.; Lennen & Mitchell Inc. N. Y. *n*

J. F. G. COFFEE Co., Knoxville, Tenn. *sp*

JOHN IRVING SHOE Co., Boston. *rn*

JOHNS - MANVILLE Corp., N. Y. (asbestos products). Agency: J. Walter Thompson Co., N. Y. *n t*

JOHNSON EDUCATOR FOOD Co., Cambridge, Mass. (Educator crackers). Agency: John W. Queen Adv. Agency, Boston. *rn sa t sp*

JOHNSON & JOHNSON, New Brunswick, N. J. (surgical dressing). Agencies: Ferry-Hanly Adv. Co., N. Y.; J. P. Muller & Co., N. Y.; Frank Presbrey Co. Inc., N. Y.; Young & Rubicam Inc., N. Y.

OLIVER J. JOHNSON Inc., Chicago (seeds). Agency: McJunkin Adv. Co., Chicago.

WIL THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.

JOHNSON PRODUCTS Co., Boston (oil burners). *sa*

JOHNSON - STEPHENS & SHINKLE SHOE Co., St. Louis (Fashion Plate shoes). Agency: Ruthrauff & Ryan Inc., St. Louis.

S. C. JOHNSON & SON Inc., Racine, Wis. (Johnson's floor wax). Agency: Needham, Louis & Brorby Inc., Chicago. *n*

WALTER H. JOHNSON CANDY Co., Chicago (Long John candy bars). Agency: Geo. J. Kirkgasser & Co., Chicago. *n sa t*

ROBT. A. JOHNSTON Co., Milwaukee (chocolates). Agencies: N. W. Ayer & Son Inc., Philadelphia; Klau-Van Pieterson-Dunlap Associates Inc., Milwaukee. *n*

JULEP Co., Chicago (Julep-Ade). Agency: Wade Adv. Agency, Chicago. *sp*

JULIAN Inc., Dallas (hand lotion). *sa*

JUNG SEED Co., Randolph, Wis. (seeds and bulbs). Agency: Frizzell Adv. Agency, Minneapolis. *sp sa*

JUSTIN-HAYNES Inc., New York (Aspirub). Agencies: Redfield-Johnstone Inc., N. Y.; Thomas H. Reese & Co. Inc., N. Y. *sp*

JUSTRITE Co., Milwaukee (bird seed). Agency: Gustav Marx Adv. Agency, Milwaukee. *sp sa*

K

KAEMPFER'S, Chicago (bird food). Agency: C. Wendell Muench Co., Chicago. *t sp*

KAL PRODUCTS Inc., St. Paul (X-Y-Z ointment). Agency: McCord Co., Minneapolis. *sa*

KALAMAZOO STOVE Co., Kalamazoo, Mich. Agency: Cramer-Krassett Co., Milwaukee. *sp*

KARNASCK AMBROSIA Co., Scranton, Pa. (Lekatoria). *sa*

A. J. KASPER Co., Chicago (Sip of Gold coffee). Agency: James H. Turner, Chicago. *sp*

KATTERMAN & MITCHELL SALES Corp., New York (Gloria Gay silks).

KAY JEWELRY Co., Boston (jewelry stores). *rn*

KAY JEWELRY Co., Oakland, Cal. (stores). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *rn*

KEELEY INSTITUTE, Dwight, Ill. (liquor cure). Agency: Fred A. Robbins Inc., Chicago. *sa*

KEEP CHICAGO AHEAD COMMITTEE, Chicago (promotional). Agency: Hays MacFarland & Co., Chicago. *n*

THE KELLOGG Co., Battle Creek, Mich. (corn flakes, Pep, etc.). Agency: N. W. Ayer & Son Inc., N. Y. *n sp sa t ta*

KELLY-SPRINGFIELD TIRE Co., New York (tires & tubes). Agency: N. W. Ayer & Son Inc., N. Y.

KEMP BROS. PACKING Co., Frankfort, Ind. (Sun Rayed tomato juice). Agency: The Caldwell-Baker Co., Indianapolis.

KENDALL MFG. Co., Providence, R. I. (Soapine).

KENDALL REFINING Co., Bradford, Pa. (Pennsbest motor oil). Agency: Batten, Barton, Durstine & Osborn Inc., Pittsburgh. *sp*

C. D. KENNY Co., Baltimore (Norwood coffee). *sp*

KENTON PHARMACAL Co., Covington, Ky. (Brownatone hair dye). Agency: Proctor & Collier Co., Cincinnati.

KENWOOD MILLS, Albany, N. Y. (wool blankets). Agency: G. Lynn Sumner Co., N. Y.

KERR GLASS Co., Sand Springs, Okla. (mason jars). Agencies: Rogers-Gano Adv. Agency, Tulsa; Kingshall Adv. Agency, Pasadena, Calif. *sp sa t*

KESTER SOLDER Co., Chicago (metal mender). Agency: Aubrey, Moore & Wallace Inc., Chicago. *sp sa*

KEYSTONE STEEL & WIRE Co., Peoria, Ill. (Red Brand wire fences). Agency: Rogers & Smith Adv. Agency, Chicago.

KILDALL Co., Minneapolis (cod liver oil). Agency: Greve Adv. Agency, St. Paul.

C. M. KIMBALL Co., Everett, Mass. (Red Cap polishes). Agency: Wood, Putnam & Wood Co., Boston.

KING MIDAS MILL Co., Minneapolis (flour).

KINGS BREWING Inc., Brooklyn (King's beer). Agency: Charles Austin Bates Inc., N. Y. *sp*

M. A. KING Co., Somerville, Mass. (Statler tissue). Agency: Louis M. Glaser Inc., Boston. *sa t*

KING RAZOR Co., Providence, R. I. (safety razor). Agency: Lanpher & Schonfarber Inc., Providence, R. I.

KINOX Co., Rutland, Vt. (Callouse-Ease). Agency: Hays Adv. Agency, Burlington, Vt. *sp*

KIP Corp. Ltd., Los Angeles (Pyrol). Agency: Philip J. Meany Co., Los Angeles.

WALTER R. KIRK Inc., Chicago (soaps). Agency: C. Wendell Muench & Co., Chicago.

KIRSCH Co., Sturgis, Mich. (drapery hardware). Agency: Brooke, Smith & French Inc., Detroit.

KISSPROOF Inc., Chicago (lipstick). Agency: Blackett-Sample-Hummert Inc., Chicago. *t*

KITCHEN ART FOODS Inc., Chicago (Two Minute dessert). Agency: Vanden Co., Chicago. *sp sa*

KFEL - KVOD
—DENVER—
Los Angeles Coverage?
Hell, NO!

NEWS.

WIND presents the most comprehensive news service available. Nine established, regularly scheduled, periods are presented daily—from 7 A.M. to 12 Midnight. These periods are augmented with spot flashes—presented as received over our 17-hour direct New York to Washington to Chicago trunk line.

COVERAGE — our primary service area includes 7,463,861 in Illinois, Indiana, Michigan and Wisconsin.

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Maryland Pharmaceutical Co.
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Shell Petroleum
Steelcote Mfg. Co.
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United Drug Co.
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KLEISTONE RUBBER Co. Inc., Warren, R. I. (Lynco arch support). Agency: Lanpher & Schonfarber Inc., Providence, R. I.

E. A. KLINE & Co., New York (Medalist cigars). Agency: Wm. Irving Hamilton Agency, N. Y.

A. A. KNIGHT Corp., Charlestown, Mass. (Kni-cust ice cream mix). *rn*

E. L. KNOWLES Inc., Springfield, Mass. (Rubine liniment). Agency: DeForest Merchandising Bureau, Springfield, Mass. *sa t*

KNOX Co., Kansas City, Mo. (Cystex). Agency: Dillon & Kirk, Kansas City. *sp t*

KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling gelatin). Agencies: Federal Adv. Agency Inc., N. Y.; Murray Breese Associates, N. Y. (medical). *sa t*

KOLYNOS Co. Inc., New Haven, Conn. (toothpaste). Agency: Blackett-Sample-Hummert Inc., Chicago, *t n*

KONDON Mfg. Co., Minneapolis, (Kondon's Catarrhal jelly). Agency: Erwin, Wasey & Co. Inc., Minneapolis. *sa*

KONJOLA Inc., Portchester, N. Y. (Konjola cold compound and laxative). Agency: Silverman Adv. Co., Chicago. *t*

KOPPERS SEABOARD COAL, Brooklyn, N. Y. Agency: Erwin, Wasey & Co. Inc., N. Y. *sp*

KOPPS BROTHERS Inc., New York (corsets and brassieres). Agency: J. Walter Thompson Co., N. Y. *sp*

KOSTO Co., Chicago (10-cent dessert). Agency: Perrin-Paus Co., Chicago. *sa t*

KOTEX Co., Chicago (hygienic supplies). Agency: Lord & Thomas, Chicago. *n*

KRAFT PHENIX CHEESE Corp., Chicago (cheese, etc.). Agency: J. Walter Thompson Co., Chicago. *n sp sa*

A. J. KRANK Co., St. Paul (toilet preparations). Agency: Michell-Faust Adv. Co., Chicago. *sp*

KREMETZ & Co., Newark, N. J. (jewelry). Agency: Samuel C. Croot Co. Inc., N. Y.

KREMOLA Co., Chicago (Kremola toilet preparation). Agency: Guenther-Bradford & Co. Inc., Chicago.

S. S. KRESGE Co., Detroit (chain stores).

KREUGER BREWING Co., Newark, N. J. (beer). Agency: Fuller & Smith & Ross, N. Y. *sa*

KREY PACKING Co., St. Louis. *sp*

KROGER GROCERY & BAKING Co., Cincinnati (grocers). Agency: Ralph H. Jones Co., Cincinnati. *t sa*

SAMUEL KUNIN & SONS Inc., Chicago (liquor). Agency: Harold I. Collen, Chicago.

KURLASH Co., Rochester (eyelash beautifiers). Agency: N. W. Ayer & Son Inc., Philadelphia.

B. KUPPENHEIMER & Co., Chicago (men's clothing). *t*

KROMETAN Co., Omaha (home tanning outfits). Agency: Campbell, Kellogg Co., Los Angeles. *sa*

L

LA CHOY FOODS PRODUCTS Inc. Detroit (Chinese food products). *sa*

LADY BALTIMORE Co., Baltimore (Lady Baltimore facial cream). *sa*

LADY ESTHER Co., Evanston, Ill. (powder, etc.). Agency: Stack-Goble Adv. Agency, Chicago. *n*

LADY MARGARET Co., Fort Worth, Tex. (cosmetics). *sa*

R. E. LAIDLAW & Co., Edgartown, Mass. (Martha's Vineyard clam chowder). Agency: Doremus & Co. Inc., Boston.

R. H. LAIRD MFG. Co., New York (Rose Laird cometics). Agency: Moser & Coting Inc., N. Y. *n*

LAKESIDE BREWING Co., Port Huron, Mich. Agency: Bass-Luckoff Inc., Detroit.

LAMBERT PHARMACAL Co., St. Louis (listerine). Agency: Lambert & Feasley Inc., N. Y. *n*

LA LASINE INTERNATIONAL Inc., New York (antiseptic). Agency: J. M. Mathes Inc., N. Y. *sp*

CORLISS LAMONT & Co., New York (Nestle's). Agency: J. Walter Thompson Co., N. Y. *n*

LANCASTER COUNTY SEED Co., Paradise, Pa. (seeds). Agency: C. F. Kern Adv. Agency, Philadelphia. *sp t*

LAND O'LAKES CREAMERIES Inc., Minneapolis (butter). Agency: Campbell-Mithun Inc., Minneapolis. *sp*

LAND O'NOD Co., Minneapolis (mattresses). *sa*

LANE Co., Altavista, Va. (cedar chests). Agency: Henri Hurst & McDonald Inc., Chicago.

LANGENDORF UNITED BAKERIES Inc., San Francisco (Royal bread). Agency: J. Walter Thompson Co., San Francisco. *n*

LA GERARDINE Inc., New York (wave set lotion). Agency: H. E. Lesan Adv. Agency, N. Y. *t ta*

PAUL LANTIVE, New York (perfume). Agency: Arthur Rosenberg Co. Inc., N. Y. *t*

V. LAROSA, Brooklyn (macaroni). Agency: Commercial Radio, N. Y. *rn t*

LARROWS MILLING Co., Detroit (stock feed). Agency: Zimmer-Keller Inc., Detroit. *sp*

LARSEN Co., Green Bay, Wisc. (strained vegetables for babies). Agency: Neisser-Meyerhoff Inc., Chicago. *sp*

LARUS & BRO. Co., Richmond, Va. (Edgeworth tobacco). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n rn sp*

LAVENA Corp., Chicago (bath powder). Agency: Lord & Thomas, Chicago. *sp t*

LAVORIS CHEMICAL Co., Minneapolis (mouth wash). Agencies: Blackett-Sample-Hummert Inc., Chicago; Hutchinson Adv. Co., Minneapolis. *n*

THOMAS LEEMING & Co. Inc., New York (Baume Bengue). Agency: Wm. Estey & Co. Inc., N. Y. *n*

LEES JAMES & SONS Co., Bridgeport, Pa. (Minerva yarns). Agency: Wm. Jenkins Adv. Agency, Philadelphia.

LEE & SCHIFFER Inc., New York (Rolls Razor). Agency: Kimball, Hubbard & Powel Inc., N. Y. *sp*

LEHN & FINK PRODUCTS Co., New York (Lysol, Hinds, Pebecco, etc.). Agencies: Kenyon & Eckhardt Inc., N. Y., Hinds cream, Dorothy Gray Products; Kimball, Hubbard & Powel Inc., N. Y., Lesquendieu & Tussy Cosmetics; Lennen & Mitchell Inc., N. Y., Lysol & Pebecco. *n sp*

LEISY BREWING Co., Cleveland. Agency: Fuller & Smith & Ross Inc., Cleveland.

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LENTHERIC Inc., New York (perfumes). Agency: Geyer-Cornell Co. Inc., N. Y. *sp*

LEN-ZOL PRODUCTS Inc., Syracuse, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Lux, Rinso, Lifebuoy). Agencies: Ruthrauff & Ryan Inc., N. Y.; J. Walter Thompson Co., N. Y. *n sp t*

A. H. LEWIS MEDICINE Co., St. Louis (Tums). Agency: Ruthrauff & Ryan Inc., Chicago. *sa t*

LEWIS HOTEL TRAINING SCHOOL, Washington, D. C. Agency: Rose-Martin Inc., N. Y. *t*

I. LEWIS CIGAR MFG. Co., Newark, N. J. (John Ruskin & Melba cigars). Agency: Scheck Adv. Agency Inc., Newark. *sa*

LEWIS KNITTING Co., Janesville, Wisc. (underwear). Agency: Schwimmer & Scott, Chicago.

LIBBEY-OWENS-FORD GLASS Co., Toledo (safety glass). Agency: United States Adv. Corp., Toledo *sp sa*

LIBBY, McNEILL & LIBBY, Chicago (food products). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby Inc., Chicago. *n*

LIBERTY FOODS, Covington, Ky. (Redi-Spread Pate-de-Foie). Agency: W. I. Tracey Inc., N. Y.; Ernest Davids Inc., N. Y. *sp*

LIBERTY MAGAZINE, New York. Agency: Lord & Thomas, N. Y. *sa*

LIBERTY MUTUAL INSURANCE Co., Boston. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sa*

LIEBMANN BREWERIES Inc., Brooklyn (Rheingold beer). Agency: Newell-Emmett Co. Inc., N. Y.

LIFE SAVERS Inc., Port Chester, N. Y. (candy). Agency: Topping & Lloyd Inc., N. Y. *n*

VICTOR H. LINDLAHR, New York (Serutan health builder). *sp*

LOUIS K. LIGGETT & Co., New York (stores). Agency: Street & Finney Inc., N. Y. *sa*

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield). Agency: Newell-Emmett Co. Inc., N. Y. *n*

LINCE PRODUCTS, Chicago (Linco wash). *sa*

LINCOLN AID ASSOCIATION, Chicago (insurance). Agency: Guenther-Bradford & Co. Inc., Chicago. *sa*

LIONEL Corp., New York (toy trains). Agency: Al Paul Lefton Co. Inc., Philadelphia.

THOMAS J. LIPTON Inc., Hoboken, N. J. (teas). Agency: Frank Presbrey Co. Inc., N. Y. *rn sp sa*

LITE SOAP Co., Aurora, Ill. Agency: Schwimmer & Scott, Chicago. *sa t*

LITTLE CROW MILLING Co., Warsaw, Ind. (pancake flour). Agency: Rogers & Smith Adv. Agency, Chicago. *sp*

LITTLE TREES FARMS, Framingham, Mass. (shrubs and trees). Agency: Harry M. Frost Co., Boston.

LONE WOLF MFG. Co., Fort Worth, Tex. (hair tonic). *sa*

LONGINO & COLLINS, New Orleans (Tasty preserves). Agency: Stone, Stevens & Lill, New Orleans.

LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (Krispy Krackers, etc.). Agency: Newell-Emmett Co. Inc., N. Y. *rn sa t ta*

FRANK LOPEZ, Brooklyn, N. Y. (cosmetics). *rn*

P. LORILLARD Co., New York (Old Gold cigarettes). Agency: Lennen & Mitchell Inc., N. Y. *n t*

LOS ANGELES SOAP Co., Los Angeles (White King Soap). Agency: Barnes-Campbell Co., Los Angeles.

LOUDEN PACKING Co., Terre Haute, Ind. (Doggie Dinner). Agency: Matteson-Fogarty-Jordan Co. Inc., Chicago.

LOVE CHARM Inc., St. Louis (perfumes). Agency: Hilmer V. Swenson Co., Chicago. *sp*

LOWE BROS. Co., Dayton (paints). Agency: The Geyer Co., Dayton.

LUBRITE REFINING Corp., St. Louis (Mobiloil & Mobilgas). Agency: J. Stirling Getchell Inc., N. Y. *sp t*

JOHN LUCAS & Co., Philadelphia (paints). Agency: Jerome B. Gray & Co., Philadelphia. *sp*

LUCKY TIGER REMEDY Co., Kansas City (hair tonic). Agency: Loomis-Clapham-Whalen Co., Kansas City. *sp*

LUDENS Inc., Reading, Pa. (cough drops). Agency: J. M. Mathes Inc., N. Y. *n*

GEO. W. LUFT Co., Long Island City, N. Y. (Tangee cosmetics). Agency: Cecil, Warwick & Cecil Inc., N. Y.

LUMBERMAN'S ASS'N OF TEXAS & OKLAHOMA. *rn*

LUR-EYE PRODUCTS Inc., New York (eye preparation). *t*

LUXITE SILK PRODUCTS Co., Milwaukee (hosiery and lingerie). Agency: Neisser & Meyerhoff Inc., Milwaukee. *t*

LUXOR Ltd., Chicago (cosmetics). Agency: Lord & Thomas, Chicago. *n*

LYNN PRODUCTS Co., Lynn, Mass. (oil burners). Agency: Church-Green Co., Boston. *sa*

LYKOLENE Co., Kansas City (Lyko & Lykolene). Agency: Ferry-Hanly Adv. Co., Kansas City.

LYON VAN & STORAGE Co., Los Angeles. Agency: Charles H. Mayne Co., Los Angeles. *rn*

M

MACFADDEN PUBLICATIONS Inc., New York (True Story and Detective Stories magazines). Agencies: Lord & Thomas, N. Y.; Stack-Goble Adv. Agency, N. Y.; Erwin Wasey & Co. Inc., N. Y.; Ruthrauff & Ryan Inc., N. Y. *n sa*

MACMILLAN PETROLEUM Co., Los Angeles (Ring Free motor oil). Agency: Erwin, Wasey & Co. Inc., Los Angeles.

R. H. MACY & COMPANY, New York (department store).

MADOR Inc., Chicago (cosmetics). Agency: McJunkin Adv. Co., Chicago.

MAGGI Co. Inc., New York (seasoning, bullion cubes). Agency: Marschalk & Pratt Inc., N. Y.

MAGNESIA PRODUCTS Co., Milwaukee (West's bird foods). Agency: Klan-Van Pietersom-Dunlap Associates, Milwaukee.

MAGNOLIA PETROLEUM Co., Dallas (Mobiloil & Mobilgas). Agency: Johnston Printing & Adv. Co. *sa*

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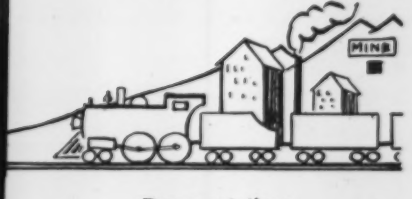

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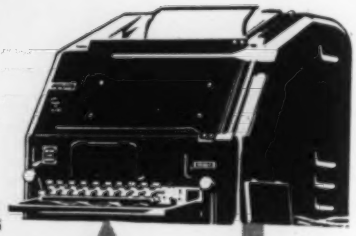
San Francisco Los Angeles
Detroit



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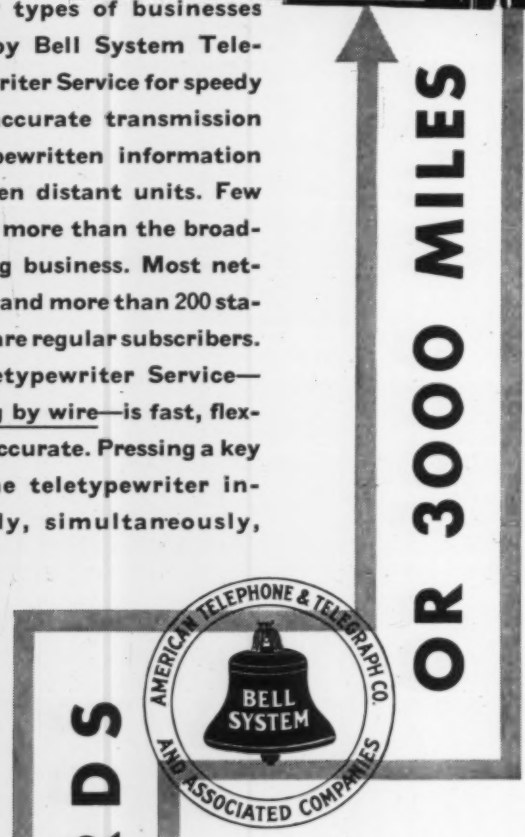

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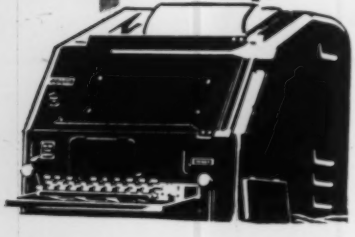


Radio Advertisers & Agencies (Cont'd) . .

MAGNOLIA SEED Co., Dallas (chigger chaser). *sa*

MAIL POUCH TOBACCO Co., Wheeling, W. Va. (Mail Pouch tobacco).

MALLORY HAT Co., Danbury, Conn. (men's hats). Agency: Trades Adv. Agency, N. Y.

MALTED CEREALS Co., Burlington, Vt. (Maltex). Agency: Samuel C. Croot Co. Inc., N. Y. *n*

MALTINE Co., New York (cod liver oil). Agency: N. W. Ayer & Son Inc., Philadelphia.

MALT-O-MEAL Co., Fort Worth, Tex. (cereal). *sa sp*

MALVA MEDICINE Co., Cincinnati (remedy). Agency: Chester C. Moreland Co., Cincinnati.

MANDEVILLE & KING Co., Rochester, N. Y. (nursery). Agency: Stewart, Hanford & Frohman Inc., Rochester. *sp*

MANGELS, HEROLD Co., Baltimore (King's Syrup). Agency: Emery Adv. Co. Inc., Baltimore. *sp t*

MANHATTAN SOAP Co. Inc., New York (Micky Mouse soap). Agency: Peck Adv. Agency Inc., N. Y. *n*

B. MANISCHEWITZ Co., Cincinnati (Matos). *sp*

MANITOU WATER Co., Denver (mineral water). Agency: Shaw-Betts Inc., Denver. *sa*

MANKIND DOG & CAT FOOD Co., Philadelphia. *sa*

MANTLE LAMP CO. OF AMERICA, Chicago (Aladdin lamps). Agency: Philip O. Palmer & Co. Inc., Chicago. *sp sa t*

CHARLES MARCHAND Co., New York (Golden hair wash). *t*

MARCO PRODUCTS Co., Los Angeles (dog food). *sp*

MARCUS-LE SOINE Inc., San Francisco (Lovalon hair rinser). Agency: Small, Kleppner & Seiffer Inc., N. Y.

MARINESIA LABORATORIES, South San Francisco, Calif. (Marine Magnesia toothpaste). Agency: Long Adv. Service, San Jose, Calif. *sa*

MARION PRODUCTS Co., Marion, O. (beverages). *sp*

MARLENE Co., Washington, D. C. (cosmetics). Agency: Henry J. Kaufman, Washington.

MARLIN MINERAL WATER Co., Marlin, Tex. (Marlin crystals). Agency: Rogers-Gano Adv. Agency, Houston, Tex. *sp sa*

MARLY DISTRIBUTORS Inc., New York (Marly beauty preparations). Agency: John Thomas Miller Agency, N. Y.

J. W. MARROW Co., Los Angeles & Chicago (Mar-O-Oil shampoo). Agencies: Heath-Seehof Inc., Chicago; Hughes-Morton, Los Angeles. *n sa t*

MARSHALL CANNING Co., Marshalltown, Ia. (Brown beauty beans). Agency: Erwin, Wasey & Co. Inc., Chicago. *sp*

MARTIN-SENOUR Co., Chicago (varnishes). Agency: N. W. Ayer & Son Inc., Philadelphia.

JOSEPH MARTINSON Inc., New York (Jomar coffee & chocolate malted). Agency: Albert Frank-Guenther Law Inc., N. Y. *sp*

MARX BREWING Co., Wyandotte, Mich. Agency: Martin Inc., Detroit.

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem). Agency: Josph Katz Co., Baltimore. *sa ta*

COMMONWEALTH OF MASSACHUSETTS, Boston. Agency: P. F. O'Keefe Adv. Agency, Boston.

MASTER BUILDERS Co., Cleveland (flooring). Agency: United States Adv. Corp., Toledo. *sa*

MASTER DRUGS Inc., Omaha (proprietary). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp*

MAUMEE COLLIERIES, Terre Haute, Ind. (coal) *sp*

MAURY-COLE Co., Memphis (Canova coffee). Agency: Gottschaldt-Humphrey Inc., Atlanta.

MAXINE PRODUCTS Co., Detroit (perfume). Agency: Lee Anderson Adv. Co., Detroit. *sa*

MAYBELLINE Co., Chicago (eyelash dye). Agency: Cramer-Krasselt Co., Milwaukee. *n rn sa t*

OSCAR MAYER & Co., Chicago (Old Style farm sausage). *sp*

DR. W. B. MAYO LABORATORIES, Los Angeles (medical products). Agency: Tom Wallace Agency, Los Angeles. *n*

EARL E. MAY SEED Co., Shenandoah, Ia. (seeds). Agency: L. W. Ramsey Co., Davenport, Ia.

MAYTAG Co., Newton, Ia. (washing machines). Agency: Cramer-Krasselt Co., Milwaukee.

MAZER CRESSMAN CIGAR Co., Detroit (Manuel cigars). Agency: Harold Aarons Inc., Detroit. *sa*

C. H. McALEER Co., Detroit (auto polish). Agency: Maxon Inc., Detroit. *sa*

ALFRED W. McCANN LABORATORIES Inc., New York (special foods). *sp*

McCLEARY SANITARIUM, Excelsior Springs, Mo. Agency: R. J. Potts Co., Kansas City. *t*

McCLOSKEY VARNISH Co., Los Angeles & Philadelphia (Kwik-on paint). Agency: Bert Butterworth Agency, Los Angeles. *sp*

McCONNON & Co., Winona, Minn. (remedies). Agency: McCord Co., Minneapolis. *sa*

McCORMICK & Co., Baltimore (Bee brand spices & Banquet tea). Agency: Van Sant, Dugdale & Co., Baltimore. *sa t*

McCOY'S LABORATORIES Inc., New York (cod liver oil tablets). Agency: Peck Adv. Agency Inc., N. Y. *sa sp t*

THOMAS McELROY Co., Chicago (furs). Agency: Schimmer & Scott Inc., Chicago. *t*

McFADDEN PUBLICATIONS Inc., New York. Agency: Lord & Thomas, N. Y. *n*

McKENZIE MILLING Co., Quincy, Mich. (pancake flour). Agency: Rogers & Smith Adv. Agency, Chicago. *sp*

McKESSON-WESTERN WHOLESALE DRUG Co., Los Angeles (Currier's tablets). Agency: Hixon-O'Donnel Inc., Los Angeles. *ta*

McKESSON & ROBBINS Inc., Bridgeport, Conn. (Albolene, Analax, etc.). Agency: N. W. Ayer & Son Inc., N. Y.

W. F. McLAUGHLIN & Co., Chicago (Manor House coffee). Agency: Cramer-Krasselt Co., Milwaukee.

McLAUGHLIN-GORMLEY KING Co., Minneapolis (insecticide). Agency: Campbell-Mithum Inc., Minneapolis. *t*

J. T. McMILLAN Co., St. Paul (pork packers). Agency: Harmon-McGinnis Inc., St. Paul.

WIL THE BIGGEST LITTLE STATION IN THE NATION ST. LOUIS, MO.

Radio Advertisers & Agencies (Cont'd) . .

McMURTRY MFG. Co., Denver (Gloss Cote paint). Agency: Cloyd F. Woolley Inc., Denver.

MEADOWS MFG. Co., Bloomington, Ill. (washing machines).

MEDICOLIUM Corp., Ltd., Los Angeles (Melodine iodine).

MELLO-GLO Co., Boston (toilet preparations). Agency: Mark O'Dea & Co., N. Y. *sp sa t*

MELVILLE SHOE Corp., New York (John Ward shoes). Agency: Friend Adv. Agency, N. Y.

MENDERTH Inc., Boston (fertilizer). *rn t*

MENNEN Co., Newark, N. J. (Mennen toilet preparations). Agency: H. M. Kiesewetter Adv. Agency Inc., N. Y. *sp*

MENTHO-KREAMO Co., Clinton, Ill. (M-K cough remedy). *sa*

MERCKENS CHOCOLATE Co. Inc., Buffalo (cocoa). Agency: L. H. Waldron Adv. Agency, N. Y.

WM. S. MERRELL Co., Cincinnati (Detoxol toothpaste). Agency: The Geyer Co., Dayton.

METAL TEXTILE Corp., Orange, N. J. (Chore Girl). Agency: Charles Dallas Reach Adv. Agency, Newark. *sa*

METROPOLITAN LIFE INSURANCE Co., New York. Agency: Hawley Adv. Co. Inc., N. Y. *n*

MEXICAN GOVERNMENT, Mexico City, Mexico (travel talks). Agency: De Garmo-Kilborn Corp., N.Y. *n t*

MIAMI-BILTMORE HOTEL, Miami Beach, Fla. Agency: Loomis & Hall Inc., Miami, Fla. *sa*

JOHN C. MICHAEL Co., Chicago (Mickey quilt patches). Agency: T. R. Banerle Adv. Agency, Chicago. *sp*

MICHIGAN TOURIST & RESORT COMMISSION, Detroit (vacation campaign). *sa*

MICKELBERRY'S FOOD PRODUCTS Co., Chicago (sausage). Agency: Sehl Adv. Agency, Chicago. *t sp*

MID-CONTINENT PETROLEUM Corp., Tulsa, Okla. Agency: Dillon & Kirk, Kansas City. *t sa*

JOSEPH MIDDLEBY Jr. Inc., Boston (Midco Ice Box Freeze). Agency: Badger & Browning Inc., Boston. *sp*

MIDLAND FLOUR MILLING Co., Kansas City (Town Crier flour). Agency: Potts-Turnbull Co. Inc., Kansas City. *sp*

MIDWEST DRUG Inc., Chicago (Dr. Chapin's Muscletone).

MIDWEST LABORATORIES Inc., Chicago (Black Reaper Moth-Proof-R). Agency: Reincke-Ellis-Younggreen & Finn Inc., Chicago.

DR. MILES LABORATORIES Inc., Elkhart, Ind. (Alka Seltzer). Agency: Wade Adv. Agency, Chicago. *n sp t*

MILKY-WAY Co., Chicago (cosmetics). Agency: Root Adv. Agency, Chicago.

FRED MILLER BREWING Co., Milwaukee (High Life beer). Agency: Cramer-Krasselt Co., Milwaukee.

I. MILLER & SONS, New York (shoes, hosiery). Agency: Diener & Dorskind, N. Y.

MILLER RUBBER Co., Akron (rubber sundries). Agency: Ruthrauff & Ryan Inc., N. Y.

RUSSELL MILLER MILLING Co., Minneapolis (Occidental Biscuit Mix). Agency: Mitchell Adv. Agency, Minneapolis. *sa t*

MILLER PORK PRODUCTS Corp., Richmond, Va. (Sargeant's dandruff remedy). Agency: Cecil, Warwick & Cecil Inc., N. Y.

MILSON Co., Cincinnati (liquor). Agency: A. T. Sears & Son Inc., Chicago. *sp*

MILTON OIL Co., Sedalia, Mo. (Dixcel gasoline). Agency: Anfenger Adv. Agency Inc., St. Louis. *sp*

MINARD Co., Framingham, Mass. (inhalant & mouth wash). Agency: Harry M. Frost Co. Inc., Boston. *sa*

MINNEAPOLIS BREWING Co., Minneapolis (Golden Grain Belt beer). Agency: Erwin, Wasey & Co. Inc., Minneapolis.

MINNEAPOLIS HONEYWELL REGULATOR Co., Minneapolis (heat control). Agency: United States Adv. Corp., Chicago. *sa*

MINNESOTA VALLEY CANNING Co., Le Sueur, Minn., (Del Maiz canned vegetables). Agency: Erwin, Wasey & Co. Inc., Chicago.

MINUTE WASHER Co., Newton, Ia. *sa*

MINWATER Inc., Dallas (crystals) *sp*

MIRACLE DIAMOND Corp., Salt Lake City (diamonds). *sa t*

MIRACUL WAX Co., St. Louis (Dri-Brite wax). Agency: Gardner Adv. Co. Inc., St. Louis.

MISSION DRY Corp., Los Angeles (orange juice). Agency: Leon Livingston Adv. Agency, Los Angeles. *sa*

M. J. B. Co., San Francisco (MJB coffee). Agency: Lord & Thomas, San Francisco. *n t*

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food). Agency: Clements Co., Philadelphia. *n sp*

MODERN MEDICAL ASSOCIATES, New York (medical supplies). *sp*

H. MOFFAT Co., San Francisco (Scotty Allan's Dog Food). *sp*

MOHAWK CARPET MILLS Inc., New York (rugs). Agency: Blackett-Sample-Hummert Inc., N. Y. *n*

MOJAZE INDIAN TRADING Co., Los Angeles (Mojaze Indian tea). Agency: Fred Wesley Inc., Los Angeles. *sp*

THE MOLLE Co., Bedford, O. (shaving cream). Agency: Stack-Goble Adv. Agency, Chicago. *n*

MONARCH BREWING Co., Chicago (Malvaz malt tonic). Agency: Maggart Corp., Chicago.

MONARCH METAL WEATHERSTRIP Co., St. Louis. Agency: Mortimer W. Mears Inc., St. Louis.

MONNIGS WHOLESALE Co., Fort Worth, Tex. (Bershire hosiery). *sa*

MONROE SANDER Corp., Long Island City, N. Y. (Salore nail polish).

MONTGOMERY MILLS, Jersey City, N. J. (Italian Roast Saporito coffee). Agency: Zinn & Meyer Inc., N. Y. *sp*

MONTGOMERY WARD & Co., Chicago (retailers, raw fur marketing service). Agency: Lord & Thomas, Chicago. *n sp t*

MONTICELLO DRUG Co., Jacksonville, Fla. (666 remedy). *sa t*

MONTICELLO NURSERY, Monticello, Fla. (Mahan pecan trees). *sa*

MONUMENT MILLS, Hausatonic, Mass. (Bedspreads). Agency: Wm. B. Remington Inc., Springfield, Mass. *sa*

WIL
THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.

at Last!

The Thriving
AMARILLO
Market Is Open To Radio Advertisers Through One Modern Full-Time Station—

K G N C

A Combination of
WDAG *and* KGRS
Under the Ownership of the
GLOBE-NEWS PUBLISHING CO., Inc.

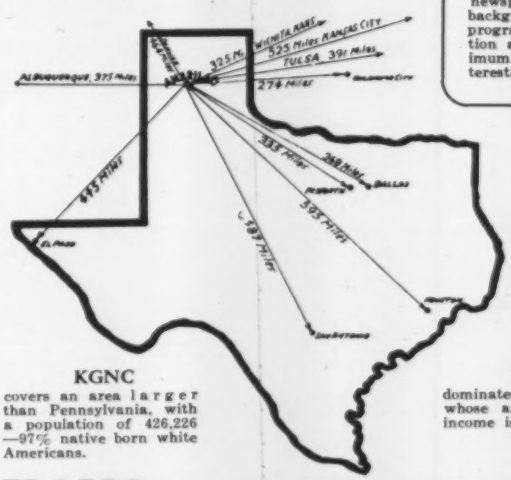
COMPLETE year-round coverage of this new sales area! Because of the distance to other stations and of the climatic conditions, radio listeners can get good reception *only* through this station. Amazingly low cost per listener! This station can well be compared to WFAA, WOAI, or other great stations of the Southwest, yet it offers its facilities and time at modest rates corresponding to very small stations.

PROOF!

Here's proof of what national advertisers think of Amarillo's Tri-State trade territory:

National advertisers placed more advertising in the Amarillo Globe-News in 1934 than in any other Texas daily newspaper in the 50,000 circulation class.

KGNC — the Amarillo *Globe-News* station — has the promotional and cooperative values of this great newspaper as its background. Daily program promotion assures maximum listener interest.



KGNC
covers an area larger than Pennsylvania, with a population of 426,226 —97% native born white Americans.

KGNC
dominates an audience whose annual spendable income is $183,886,000.

KGNC, The AMARILLO GLOBE-NEWS STATION
AMARILLO, TEXAS
2500 Watts Daytime—1000 Watts Night-time—1410 Kc.

KTAT FORT WORTH

(Key SBS Station)

IS NOW BROADCASTING ON 570 KILOCYCLES

which gives KTAT the same type of coverage in the Fort Worth-Dallas area that made leaders in their respective territories of such outstanding regional "wave length" stations as:

WCAO	Baltimore
WSYR	Syracuse
KSD	St. Louis
WTMJ	Milwaukee
KLZ	Denver
KHQ	Spokane
WFIL	Philadelphia
WOW	Omaha
WEEI	Boston
KTSA	San Antonio

S. B. S. is the only regional network carrying sustaining programs in the entire southwest.

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President, Fort Worth, Texas

JOHN BLAIR & COMPANY, National Representatives

New York Chicago Detroit San Francisco

Radio Advertisers & Agencies (Cont'd) . .

MOOGRA Inc., Binghamton, N. Y. (ointment). Agency: Wylie B. Jons, Binghamton, N. Y.

MOON GLOW COSMETIC Co. Ltd., Holywood (manicure items). Agency: Small, Kleppner & Seiffer Inc., N. Y. *sa*

BENJAMIN MOORE & Co., New York (Muresco wall finish). *n sp sa*

MOORE MILLING Co., La Porte, Ind. (Break-O-Wheat food). *sp*

MOORE STOVE Co., Joliet, Ill. *sp*

MOREX TONIC Co., Los Angeles (gland tonic). Agency: Rolf M. Spangler, Los Angeles.

MOREY MERCANTILE Co., Denver (Solitaire food products). Agency: Ball & Davidson Inc., Denver.

ENOCH MORGAN'S SONS Co., New York (Sapolio cleanser). Agency: Geyer-Cornell Co. Inc., N. Y.

MORNING MILKS Co., Salt Lake City (Morning milk). *sp*

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food). Agency: Henri, Hurst & McDonald Inc., Chicago. *n vn sp t*

MORRISON Co., Philadelphia (prepared puddings).

PHILIP MORRIS & Co. Ltd., New York (Philip Morris cigarettes). Agency: The Biow Co. Inc., N. Y. *n vn sp sa ta*

MORTON SALT Co., Chicago (Morton salt). Agencies: N. W. Ayer & Son Inc., San Francisco; Wade Adv. Agency, Chicago. *vn sp sa*

MOTOR STOKER Corp., New York (automatic stokers). Agency: McCann-Erickson Inc., N. Y.

MOUNT CLEMENS SALES Corp., Mt. Clemens, Mich. (mineral salts) *sp*

MOUNT ZIRCON SPRING WATER Co., Rumford, Me. (ginger ale) Agency: S. A. Conover Co., Boston.

MUDLAVIA SPRINGS HOTEL, Kramer, Ind. Agency: Applegate Adv. Agency, Indianapolis. *sa*

C. F. MUELLER Co., Jersey City, N. J. (Mueller's macaroni). Agency: E. W. Hellwig Co., N. Y. *n*

L. J. MUELLER FURNACE Co., Milwaukee (furnaces). Agency: Klau Van Pietersom-Dunlap Associates Inc., Milwaukee.

MAUD MULLER CANDY Co., Columbus, O. Agency: Bertha K. Wullf, Columbus. *sa*

MUL-SO-LAX Laboratories Inc., Kalamazoo, Mich. Agency: Northrop Adv. Agency, Kalamazoo, Mich.

MUNICIPAL LIGHT & POWER DEFENSE LEAGUE, Los Angeles. Agency: Ray Davidson, Los Angeles. *sp*

MUNSINGWEAR Corp., Minneapolis (underwear). Agency: Roche, Williams & Cunnyngham Inc., Chicago.

MURPHY PRODUCTS Co., Burlington, Wis. (fodder). Agency: Wade Adv. Agency, Chicago. *sp*

EDGAR A. MURRAY Co., Detroit (insecticides). Agency: Bass-Luckoff Inc., Detroit. *sa*

MUSEBECK SHOE Co., Danville, Ill. (health sport shoes). Agency: Sehl Adv. Agency, Chicago. *sa ta*

MUSTEROLE Co., Cleveland (Musterole & Zemo). Agency: Erwin, Wasey & Co. Inc., N. Y.

LESLIE F. MUTER Co., Chicago (Arlington electric clocks). Agency: Hurja-Johnson-Huwen Inc., Chicago.

MYLES SALT Co. Ltd., New Orleans (table salt). Agency: Fitzgerald Adv. Agency Inc., New Orleans.

MYRNOL PRODUCTS, Los Angeles (nose drops). Agency: Mayers Co., Los Angeles. *sp*

MY-T-FINE Corp., Brooklyn, N. Y. (ice cream powder). Agency: Wales Adv. Co., N. Y. *t*

N

NACOR MEDICINE Co., Indianapolis (proprietary). Agency: Neisser-Meyerhoff Inc., Chicago. *t vn sp*

NASH COFFEE Co., Minneapolis (coffee). Agency: Erwin, Wasey & Co. Inc., Minneapolis.

NASH MEDICINE Co., Jonesboro, Ark. (proprietary). *sa*

NASH MOTOR Co., Kenosha, Wis. (motor cars). Agencies: Frederick & Mitchell Inc., Chicago; J. Walter Thompson Co. N. Y. *n sa t*

NATEX Co. Inc., Baltimore (Natex laxative).

NATIONAL ASSOCIATION OF MFGRS., New York (Institutional). *t*

NATIONAL AUTOMOBILE CHAMBER OF COMMERCE, Detroit (travel talks). *sp*

NATIONAL BATTERY Co., St. Paul (Gould batteries). Agencies: Davis Inc., St. Paul; Batten, Barton, Durstine & Osborn Inc., Minneapolis.

NATIONAL BISCUIT Co., New York (Shredded Wheat, etc.). Agencies: McCann-Erickson Inc., N. Y.; Federal Adv. Agency Inc., N. Y. *n sa*

NATIONAL BOARD OF FIRE UNDERWRITERS, New York. Agency: Ralph H. Jones Co., N. Y.

NATIONAL CARBON Co., New York (Everready & Prestone). Agency: J. M. Mathes Inc., N. Y. *sa*

NATIONAL DISTILLING Co., Milwaukee, *sp*

NATIONAL LABORATORY, Chicago (Nuga-Tone proprietary). Agency: Guenther-Bradford & Co., Chicago.

NATIONAL LIFE & ACCIDENT INSURANCE Co., Nashville. *sp*

NATIONAL LIFE INSURANCE Co., Montpelier, Vt. Agency: Richardson, Alley & Richards, N. Y.

NATIONAL LIVE STOCK & MEAT BOARD, Chicago (lamb). Agency: Carroll Dean Murphy Inc., Chicago. *sp*

NATIONAL MAGNESIA Co., New York (Citrate of Magnesia). Agency: Stanley E. Gunnison Inc., N. Y. *sp*

NATIONAL MODES Inc., New York (fashions). Agency: The Grey Adv. Service Inc., N. Y. *n*

NATIONAL MUTUAL BENEFIT Co., Madison, Wis. (insurance). *sp*

NATIONAL OIL PRODUCTS Co., Inc., Harrison, N. J. (Admiration soapless shampoo and Vitex). Agency: Chas. Dallas Reach Adv., Newark, N. J. *n sp sa*

NATIONAL REFINING Co., Cleveland (White Rose gasoline). Agency: Hubbell Adv. Agency, Cleveland. *sa*

NATIONAL REPUBLICAN BUILDERS ASS'N., New York.

NATIONAL SECURITY Ass'n, Beverly Hills, Calif. (insurance). Agency: Hanff-Metzger Inc., Los Angeles.

KFEL - KVOD
—DENVER—
World Wide News?
YES! TRANSRADIO

WIL THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.

NATIONAL SUGAR REFINING Co. of N. J., New York (Jack Frost sugar). Agency: Young & Rubicam Inc., N. Y. *n*

NATIONAL TEA Co., Chicago (food stores). Agency: Beaumont & Hohman Inc., Chicago. *sp*

NATIONAL TOILET Co., Paris, Tenn. (Nadinola face powder & cream). Agency: Roche, Williams & Cunnyngham Inc., Chicago. *sp*

NEBRASKA CONSOLIDATED MILLS, Omaha (Mothers Best flour). *sp*

NEHI Corp., Columbus, Ga. (Nehi & Chero beverages). Agency: James A. Greene & Co., Atlanta, Ga. *t*

NESTLE's Milk Products Inc., New York (Nestle's chocolates). Agency: Lord & Thomas, N. Y. *n sa t*

NEWELL GUTRADT Co., San Francisco (soap). Agency: Leon Livingston Adv. Agency, San Francisco.

NEW ENGLAND DISTILLERS, Clinton, Mass. (Loyd's London Dry gin). Agency: Bermingham Castleman & Pierce Inc., N. Y. *sa*

NEW ENGLAND ICE DEALERS Ass'n, Boston. *rn*

NEW ENGLAND PURE FOOD INSTITUTE, Boston. Agency: Broadcast Adv. Inc., Boston. *rn*

NEW ENGLAND STEAMSHIP LINES, New York. Agency: Wendell P. Colton Co. Inc., N. Y. *ta*

NEW ENGLAND VINEGAR WORKS, Somerville, Mass. (sweet cider). Agency: Harry M. Frost Co. Inc., Boston. *sa*

NEW YORK ESKIMO PIE Corp., New York (confection). Agency: J. L. Arnold Co. Inc., N. Y. *sp*

NEW YORK LIFE INSURANCE Co., New York. Agency: Frank M. Presbrey Co. Inc., N. Y.

NEW WORLD LIFE INSURANCE Co., Seattle, Wash. (insurance). *n*

NEWS-WEEK Inc., New York (magazine). *t*

N. D. BEE SUPPLY Co., Moorhead, Minn. (baby chicks). *sp*

NIAGARA HUDSON POWER Corp., New York (electric & gas power). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *t*

NISLEY Co., Columbus (women's shoes). *t ta*

NOBLESVILLE MILLING Co., Noblesville, Ind. (Kismet Diadem flour). *sp*

NO-DOZ LABORATORIES, Sacramento, Cal. (sleep resisters). Agency: Warner-Clifton Adv. Agency, San Francisco. *sa*

NORGE Corp., Detroit (Norge refrigerators). Agency: Cramer-Krasselt Co., Milwaukee. *t*

THE NORSEC Co., Jersey City, N. J. (toothpaste). Agency: Stack-Goble Adv. Agency, Chicago. *n*

NORTH AMERICAN DYE Corp., Mt. Vernon, N. Y. (Dytint). Agency: Atherton & Currier Inc., N. Y. *sp*

NORTH AMERICAN RADIO Corp., New York (Grunow radios & refrigerators). *sp*

NORTH AMERICAN SECURITIES Co., San Francisco (investments). Agency: D'Evelyn & Wadsworth Inc., San Francisco.

NORTHAMPTON BREWING Co., Northampton, Pa. (Tru-Blu beer). *sa*

NORTHERN ILLINOIS CEREAL Co., Lockport, Ill. (New Process oats). *sa*

NORTHERN PACIFIC RAILWAY Co., St. Paul (transportation). Agency: Stack-Goble Adv. Agency, Chicago. *sa*

NORTHRUP, KING & Co., Minneapolis (seeds). Agency: Olmstead-Hewitt Inc., Minneapolis. *t sa*

NORTH STAR WOOLEN MILL Co., Minneapolis (blankets). Agency: N. W. Ayer & Son Inc., Chicago. *sa*

NORTHWEST AIRWAYS Inc., Minneapolis-St. Paul. Agency: Batten, Barton, Durstine & Osborn Inc., Minneapolis. *sa*

NORTHWESTERN FUEL Co., Minneapolis (Chemicole). Agency: Critchfield - Graves Co., Minneapolis. *st t ta*

NORTHWESTERN YEAST Co., Chicago (Yeast Foam tablets). Agency: Hays MacFarland & Co., Chicago. *n sp*

DR. HOWARD B. NORTON SHOE Co., New York. Agency: Bass & Schillin Inc., N. Y. *sp*

NORWICH PHARMACAL Co., Norwich, N. Y. (Unguentine). Agency: Lawrence C. Gumbinner Adv. Agency. N. Y. *sp sa t*

NOURISHINE MFG. Co., Los Angeles (hair tonic). Agency: Hughes-Morton, Los Angeles. *sp t*

NOXON Inc., New York (cleanser). *sp*

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream). Agency: Ruthrauff Co. Inc., N. Y. *t n*

NOZOL Co. Inc., Sharpsburg, Pa. (Nozol nasal remedy). Agency: F. A. Ensign Adv. Agency, Pittsburgh.

NUMISMATIC Co., Ft. Worth, Tex. (rare coins). Agency: Guenther-Bradford & Co. Inc., Chicago. *sp t*

NU ENAMEL Corp., Chicago (paint). *t*

NU-ENAMEL PACIFIC Corp., Los Angeles (heat and acid resisting paints). *sa*

NU-ENAMEL - SAN FRANCISCO Corp., San Francisco (paint). Agency: Bob Roberts & Associates, San Francisco. *sp*

NUNN, BUSH & WELDON SHOE Co., Milwaukee (men's shoes). Agency: Neisser-Meyerhoff Inc., Chicago. *sp*

NUTRITIONAL RESEARCH Inc., Los Angeles (Waytrol). Agency: Advertising Arts Agency, Los Angeles. *sp*

NYAL Co., Detroit (Ucatone & Nyal). Agency: Reincke-Ellis, Younggreen & Finn Inc., Chicago. *sp sa t*

O

OAKITE PRODUCTS Inc., New York (Oakite cleanser). Agencies: Calkins & Holden Inc., N. Y.; Rickard & Co., N. Y. *rn sp sa*

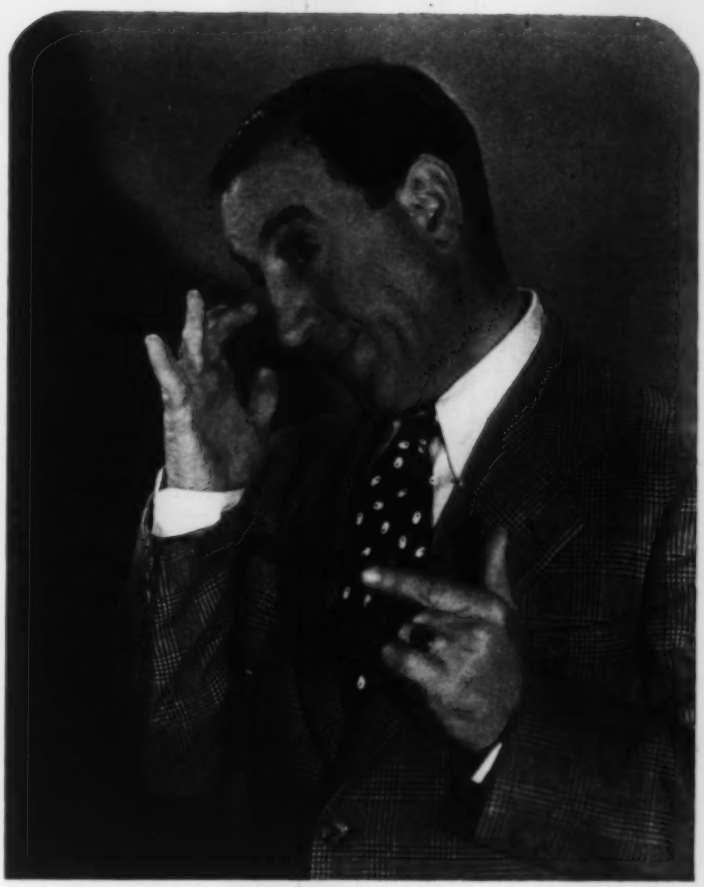
OAKLAND CHEMICAL Co., New York (Dioxogen). Agency: Small, Kleppner & Seiffer Inc., N. Y. *sa sp*

O'Brien Varnish Co., South Bend, Ind. (varnish).

OCCIDENTAL LIFE INSURANCE CO. OF CALIFORNIA, San Francisco. *n*

BUTTE
where people buy what they hear advertised on
KGIR

WIL THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.



TERRIBLE TESTIMONIALS . . . No. 2

"Where was I - Oh, yes - If it's ever so high, there's no place like home - and what would home be without K F W B - you never can tell."

Hugh Herbert

Maybe Hugh Herbert is right! Anyway, with such stars as Warner Bros. are able to put on the air it is certainly not difficult to understand why KFWB has the largest audience of any independent station in Southern California.

KFWB
A GOOD SPOT FOR YOUR ADVERTISING
LOS ANGELES
Owned and Operated by Warner Bros. Motion Picture Studios
Free & Sleininger, Exclusive Representatives

Always!

SAY... or DIAL... or CALL...

Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — *All America Cables*

Mackay Radio

Radio Advertisers & Agencies (Cont'd) . .

OCEAN STEAMSHIP Co. of Savannah, New York (boat transportation). Agency: White-Lowell Co. Inc., N. Y.

O-CEDAR Corp., Chicago (polish mops). Agency: Gale & Pietsch Inc., Chicago.

OGILVIE SISTERS SALES Corp., New York (hair tonic). *sp*

O. K. COFFEE DISPENSER MFG. Co., Wichita, Kan. (wholesale coffee). *sa*

OLD DUTCH COFFEE Co., New York. *sp*

OLD INDIAN MEDICINE Co., Toledo (Wa-Hoo bitters). Agency: Beals-Kent & Co., Toledo.

OLD TOWN CANOE Co., Old Town, Me. (canoes). Agency: N. W. Ayer & Son Inc., N. Y.

OLD WITCH Co., Washington, Pa. (cleaning fluid).

OLDS & WHIPPLE Inc., Hartford, Conn. (Lurura plant food). Agency: Chas. W. Hoyt Co. Inc., N. Y. *t*

OLDS MOTOR WORKS, Lansing, Mich. (motor cars). Agencies: D. P. Brother & Associates, Detroit; Campbell-Ewald Co. Inc., Detroit; Batten, Barton, Durstine & Osborn Inc., N. Y. *n t*

OLIVER FARM EQUIPMENT Co., Chicago (farm implements). Agency: The Buchen Co., Chicago.

OLSON RUG Co., Chicago (rugs). Agency: Philip O. Palmer & Co., Chicago. *sp sa*

OLYMPIA KNITTING MILLS Inc., Olympia, Wash. (Will Wite swimming suits). Agency: J. Wm. Sheets, Seattle.

OMAHA FLOUR MILLS Co., Omaha (Omar flour). Agencies: Russel C. Comer Adv. Co., Kansas City; Bozell & Jacobs Inc., Omaha. *sp t*

OMEGA CHEMICAL Co., Brooklyn (Omega oil). Agency: Husband & Thomas Co. Inc., N. Y. *sa*

ONEIDA COMMUNITY Ltd., Oneida, N. Y. (Tudor Plate silverware). Agency: Geyer-Cornell Co., N. Y. *sa*

CHARLES O'NEILL, Bridgeport, Wis. (Silver Dollar crystals). *sp*

OPTIMATE CIGAR Co., Syracuse, N. Y. *sp*

ORANGE CRUSH Co., Chicago (beverages). Agency: J. Walter Thompson Co., Chicago. *sp*

ORMAND HOSIERY Co., New York. *ta*

ORTHEX PRODUCTS Inc., Lima, O. (Athlete's foot remedy). Agency: Ross Adv Inc., Fort Wayne, Ind.

OSTERMOOR & Co., New York (mattresses).

OVAL-ACQUIN Co., St. Louis (proprietary). Agency: Kelly-Stuhlman Adv. Co., St. Louis.

OVELMO Co., Fort Wayne, Ind. (Nu-way shaving cream). Agency: Ross Adv. Inc., Fort Wayne. *sp*

DR. C. D. OWENS, Chicago (tooth powder). Agency: Phelps-Engel-Phelps Inc., Chicago. *sp*

OWENSBORO TOBACCO Co., Owensboro, Ky. (Old Kentucky Homespun). *sp*

P

PAAS DYE Co., Newark, N. J. (egg dyes). Agency: United Adv. Agency, Newark, N. J. *t*

PACIFIC COAST BORAX Co., New York (20 Mule Team borax). Agency: McCann-Erickson Inc., N. Y. *n*

PACIFIC COAST DODGE DEALERS (automobiles). Agency: Ruthrauff & Ryan Inc., N. Y. *rn*

PACIFIC GUANO & FERTILIZER Co., San Francisco. Agency: Tomaschke-Elliott Inc., Oakland, Cal. *sp*

PACIFIC STEAMSHIP Co., Seattle (Admiral Line). Agency: Howard J. Ryan & Associates, Seattle. *sa sp*

PACKARD MOTOR CAR Co., Detroit. Agency: Young & Rubicam Inc., N. Y. *r rn*

PACKER MFG. Co., New York (Packer's tar soap). Agency: The Blackman Co., N. Y.

PACQUIN LABORATORIES Corp., New York (hand cream). Agency: H. C. Lesan Adv. Agency Inc., N. Y.

PALMER HOUSE Co., Chicago (hotel). Agency: Lord & Thomas, Chicago. *n*

PALMER MATCH Co., Akron, O. (Strikalite matches). Agency: Edward M. Power Co., Pittsburgh. *sp t*

PAN AMERICAN AIRWAYS SYSTEM, New York (airplane travel). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

PAN AMERICAN PETROLEUM Co., New Orleans. Agency: Fitzgerald Adv. Agency Inc., New Orleans. *sp sa*

PANCRUST-PLATO Co., Houston, Tex. (shortening & cooking oil). *sa*

PANDA BRIQUET Co., Minneapolis (P. & A. Briquet). Agency: Erwin, Wasey & Co. Inc., Minneapolis. *sa*

PARAFFINE COMPANIES Inc., San Francisco (roofing). Agency: Emil Brisacher & Staff, San Francisco. *rn*

PARAMOUNT PICTURES DISTRIBUTING Corp. New York. *t*

PARIS MEDICINE Co., St. Louis (Grove's Bromo-Quinine). Agency: Stack-Goble Adv. Agency, Chicago. *n sp sa*

PARISIENNE Co., San Antonio (perfume). Agency: Northwest Radio Adv. Co., Seattle. *ta*

PARK CHEMICAL Co., Detroit (Parko Gloss polish). Agency: Brooke, Smith & French Inc., Detroit. *rn*

PARKELP LABORATORIES, Chicago (health salts). Agency: Rogers & Smith Adv. Agency, Chicago. *sa*

PHILIP R. PARK, Inc., Chicago (health food). Agency: Rogers & Smith Adv. Agency, Chicago.

PARKER Corp., Boston (investments). Agency: Cotter Adv. Agency, Boston.

DR. PARKER, San Francisco (dentist). *n*

PARKER PEN Co., Janesville, Wis. (fountain pens). Agency: Blackett-Sample-Hummert Inc., Chicago.

PARTOLA PRODUCTS Co., Chicago (remedy). Agency: Frankle-Rose Co., Chicago. *sp*

P. PASTENE & Co., New York (bitters). Agency: Maxon Inc., N. Y.

PATERSON PARCHMENT PAPER Co., Bristol, Pa. (Patapar). Agency: Platt-Forbes Inc., N. Y.

PATHFINDER MAGAZINE, Washington, D. C. Agency: Churchill-Hall Inc., N. Y. *sp sa*

JOHN G. PATON Co. Inc., New York (Golden Blossom Honey). Agency: Al Paul Lefton Co. Inc., Philadelphia.

RICHARD PAUL Inc., Los Angeles (Shoe-Hi stockings, Ped). Agency: Ruthrauff & Ryan Inc., Los Angeles.

WIL THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.

Radio Advertisers & Agencies (Cont'd) .

PAXTON & GALLAGHER, Omaha (Butternut coffee). Agency: Buchanon-Thomas Adv. Co., Omaha. *sp*

PEACE & CURRAN, Providence, R. I. (gold redeemers). *sa*

PECANO MFG. Co. Inc., Manheim, Pa. (Miracle food). Agency: Stewart-Jordan Co. Inc., Philadelphia. *sp*

PECK & STERBA Inc., New York (Lucord antiseptic).

PEN JEL Corp., Kansas City (pectin). Agency: R. J. Potts & Co., Kansas City. *sa*

PENICK & FORD Ltd., New York (Brer Rabbit syrup, My-T-Fine). Agency: J. Walter Thompson Co., N. Y.; Batten, Barton, Durstine & Osborn Inc., N. Y. *t*

PENN-JERSEY AUTO SALES STORES Inc., Easton, Pa. (auto supplies). *sp*

PENNSYLVANIA REFINING Co., Butler, Pa. (Penn-Drake oils). Agency: Paris & Peart, N. Y.

PENNSYLVANIA SALT Mfg. Co., Philadelphia (Pensalt & Lewis lye). Agency: L. W. Ramsey Co., Chicago. *sa*

PENNINGTON FURNITURE Corp., New York. Agency: Alfred J. Silberstein Inc., N. Y.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes). Agency: Ruthrauff & Ryan Inc., N. Y. *n rn sp*

PENNZOIL Co., Oil City, Pa. (Pennzoil). Agency: Ruthrauff & Ryan Inc., N. Y. *sp sa*

PENNZOIL Co., Los Angeles (Pennzoil motor oil). Agency: Mayers Co. Inc., Los Angeles. *sa t*

DR. PEPPER Co., Dallas (Dr. Pepper beverages). Agency: Tracy-Locke-Dawson Inc., Dallas. *sa t rn*

PEPSIN SYRUP Co., Monticello, Ill. (Pepsin Syrup). Agency: Thompson-Koch Co., Cincinnati. *t*

PEPSODENT Co., Chicago (Pepsodent toothpaste). Agency: Lord & Thomas, Chicago. *n t*

PEQUOT MILLS, Salem, Mass. (cotton goods). Agency: Hommann, Tarcher & Sheldon Inc., N. Y.

PERFECT CIRCLE Co., Hagerstown, Ind. (piston rings). Agency: Sidener Van Riper & Keeling Inc., Indianapolis. *n*

PERFECTION STOVE Co., Inc., Cleveland (Superfex oil burners). Agency: McCann-Erickson Inc., Cleveland. *t*

DOROTHY PERKINS Co., St. Louis (cosmetics). Agency: The Ridgway Co., St. Louis. *t sa*

PERKINS & MILLER, Clarkesville, Tenn. (Lespedeza). *sp*

PERKINS PRODUCTS Co., Chicago (Kool-Ade and Velvia). Agency: Mason-Warner Co. Inc., Chicago. *t sa*

L. PERRIGO, Allegan. Mich. (Edith Abell cosmetics). *sp ta*

PERUNA Corp., Chicago (Peruna remedy). Agency: Heath-Seehof Inc., Chicago. *sp sa*

PET MILK SALES Corp., St. Louis (Pet milk). Agency: Gardner Adv. Co., St. Louis. *n*

F. H. PFUNDER Inc., Minneapolis (medicinal tablets). Agency: McCord Co., Minneapolis. *sp*

PHARMA-CRAFT Corp. Inc., Louisville (deodorants). Agency: Frederick & Mitchell Inc., Chicago. *sp*

PHILCO RADIO & TELEVISION Corp., Philadelphia (radios). Agency: Hutchins Adv. Co. Inc., Rochester, N. Y. *n t*

CHAS. H. PHILLIPS CHEMICAL Co., New York (milk of magnesia). Agency: Thompson-Koch Co., Cincinnati.

PHILLIPS-JONES Corp., New York (Van Heusen collars). Agency: Peck Adv. Agency Inc., N. Y. *n sp sa t*

PHILLIPS MILLING Co., San Francisco (flour). Agency: Emil Brisacher & Staff, San Francisco. *sp*

PHILLIPS PACKING Co., Cambridge, Md. (canned goods). Agencies: The Aitken-Kynett Co., Philadelphia; Paris & Peart, N. Y. *sp sa*

PHILLIPS PETROLEUM Co., Bartlesville, Okla. (Phillips 66 gas). Agency: Lambert & Feasley Inc., N. Y. *sp*

PHOENIX HOSIERY Co., Milwaukee (hosiery). Agency: J. Walter Thompson Co., Chicago.

PHYSICAL CULTURE HOTEL, Dansville, N. Y. (resort). *sp*

PICHEL PRODUCTS Ind., New York (flavor extract). Agency: Grant & Wadsworth & Camir Inc., N. Y. *sp*

PILLSBURY FLOUR MILLS Co., Minneapolis (Pillsbury Best Flour). Agency: Hutchinson Adv. Co., Minneapolis. *n rn sp sa*

PINAUD Inc., New York (hair tonic). Agency: Calkins & Holden, N. Y. *n*

THE PINEX Co., Fort Wayne, Ind. (Pinex cold remedy). Agencies: Russell M. Seeds Co. Inc., Indianapolis; A. T. Sears & Sons, Chicago. *n t*

PIONEER CANNERIES, Seattle (Pioneer clams). *n*

PIONEER MAPLE PRODUCTS Co., Minneapolis (Bucket syrup). Agency: McCord Co., Minneapolis. *sp t*

PISO Co., Warren Pa. (cough syrup). Agency: Stack-Goble Adv. Agency, N. Y. *sp*

PITTSBURGH PLATE GLASS Co., Milwaukee (Sun-proof paints). Agency: N. W. Ayer & Sons Inc., Philadelphia. *sp rn*

PLANTERS EDIBLE OIL Co., Suffolk, Va. (mayonnaise). Agency: Badger & Browning & Hersey Inc., N. Y. *sp*

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. (peanuts). Agencies: Badger, Browning & Hersey Inc., N. Y.; J. Walter Thompson Co., N. Y.

PLAZA HOTELS, San Antonio. *sa*

PLOUGH Inc., Memphis (St. Joseph's aspirin). Agency: Lake-Spiro-Cohn Inc., Memphis. *n sp sa t*

PLYMOUTH MOTOR Corp., Detroit (motor cars). Agency: J. Stirling Getchell Inc. *sa t*

POCAHONTAS OIL Corp., Cleveland (Blue Flash gasoline). Agency: Griswold-Eshleman Co., Cleveland.

POLORIS Co. Inc., New York (Jiffy toothache drops). Agency: Wm. Irving Hamilton Inc., N. Y. *sp*

POMPEIAN Co., Bloomfield, N. J. (cosmetics). Agency: Topping & Lloyd Inc., N. Y.

POMPEIAN OLIVE OIL Co., Baltimore. Agency: Joseph Katz Co., Baltimore. *sp*

KFEL - KVOD
—DENVER—
Local News?
YES! TALK of the TOWN

RADIO'S BIG BUY
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

YOU CAN'T COVER KENTUCKY WITH WAVE— OR WITHOUT WAVE!

Several parts of Kentucky rightfully belong to stations other than WAVE. Hence we don't claim to "cover" Kentucky. . . . But listen: Jefferson County (Louisville) *alone* accounts for 27.6% of *all* the retail trade in the state. . . . . Using WAVE, you won't get the boys and girls up at Fishpond, in Letcher County. But you'll get *most* of the 420,000 people who live virtually within sight of our tower, plus your fair share of the million in our primary area—the *best* million in these here parts. . . . NBC, of course.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

WOKO

BASIC COLUMBIA OUTLET

COVERS

Albany
Troy
Schenectady

Approximately ½ Million Coverage

Directory of Radio Advertisers & Agencies (Cont'd) . . .

PONTIAC MOTOR Co., Pontiac, Mich. (motor cars). Agencies: John & Adams MacManus Inc., Detroit; Campbell-Ewald Co. Inc., Detroit. *n t*

CARL POOL Mfg. Co., San Antonio (pants & shirts). *t*

PORT OF NEW YORK AUTHORITY, New York. *sp*

H. K. PORTER Inc., Everett, Mass. (bolt clipper). Agency: Callaway Associates Inc., Boston.

PORTER DRUG Co., Concord, N. C. (Dixie rub liniment). *sa*

PORTLAND CEMENT ASSOCIATION, Chicago. Agency: Roche, William & Cunnyngham Inc., Chicago. *n sp*

POTTER DRUG & CHEMICAL Corp., Malden, Mass. (Cuticura soap). Agency: Atherton & Currier Inc., N. Y. *sp*

POWER - SEAL C o., Los Angeles (cylinder remedy). *sp*

PRAETORIAN LIFE INSURANCE Co., Detroit. *t*

PRATT & LAMBERT, Buffalo (varnish). Agency: The Albert P. Hill Co. Inc., Pittsburgh.

PRATT FOOD Co., Philadelphia (animal foods). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

J. PARKER PRAY Inc., New York (Diamond nail enamel). *sa*

PREMIER-PABST SALES Co., Chicago (Pabst Blue Ribbon beer). Agency: Matteson - Fogarty - Jordan Co. Inc., Chicago. *n*

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave Wilkinsburg, Pa.

PREMIER VACUUM CLEANER Co., Cleveland. Agency: Lord & Thomas, N. Y. *sp*

J. L. PRESCOTT Co., Passaic, N. J. (Black Iron & Oxol stove polish). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n*

PRIMA Co., Chicago (Prima beer). Agencies: Frederick & Mitchell Inc., Chicago; Lauesen & Salomen Inc., Chicago. *sp*

PRIME MFG. Co., Milwaukee (electric fences). Agency: Mitchell-Faust Adv. Co., Chicago. *sa*

PRIMROSE HOUSE SALES Co., New York (cosmetics). Agency: Erwin, Wasey & Co. Inc., N. Y. *t*

PRINCE MACARONI Co., Boston. Agency: Badger & Browning Inc., Boston. *sp*

PRINCESS PAT Ltd., Chicago (powder). Agency: Critchfield & Co., Chicago. *n*

E. PRITCHARD & Co., Bridgeton, N. J. (tomato catsup). Agency: John Thomas Miller, N. Y.

PROCESS Corp., Chicago (greeting cards). Agency: E. H. Brown Adv. Agency, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory, Camay, Lava soaps, Crisco, Dreft, etc.). Agencies: Benton & Bowles Inc., N. Y.; The Blackman Co., Cincinnati; Pedlar & Ryon Inc., N. Y.; H. W. Kastor & Sons Adv. Co. Inc., Chicago; Blackett-Sample-Hummert Inc., Chicago. *n sp t sa ta*

PRO - KER LABORATORIES Inc., New York (scalp normalizer). Agency: Biow Co. Inc., N. Y. *sp*

PRO-PHY-LAC-TIC BRUSH Co., Florence, Mass. (toothbrushes). Agency: Lambert & Feasley Inc., N. Y. *sa t*

PROTECTIVE DIET LEAGUE OF CALIF., Los Angeles (Kelfood, Kellax). *sp t*

PROVIDENT MUTUAL LIFE Co., Philadelphia (insurance). Agency: Samuel Lewis & Co., Philadelphia. *n t*

PSYCHIANI Inc., San Francisco (booklets). Agency: The Izzard Co. Inc., Seattle. *sa*

PTM FORMULA Co., Seattle (dental preparation). *t*

PUFFLES MFG. Co., Elgin, Ill. (food products). Agency: Hurja-Johnson-Huwen Inc., Chicago.

JOHN PUHL PRODUCTS Co., Chicago (Little Bo-Peep ammonia). Agency: Chas. Silver Adv. Agency, Chicago. *sa t*

PURATONE PRODUCTS Co., St. Joseph, Mo. (proprietary). Agency: Louis-Clapham-Whalen Co., Kansas City. *ta*

PURE MILK DAIRY PRODUCTS Co., Chicago (Golden Rich cheese). Agency: Carroll Dean Murphy Inc., Chicago. *sa*

THE PURE OIL Co., Chicago (Purol gasoline). Agency: Freitag Adv. Agency Inc., Chicago. *n sp*

PURITAN CHEMICAL Co., Atlanta, Ga. (PuriFume). Agency: Johnson-Dallas Co., Atlanta, Ga.

PURITY BAKERIES Corp., Chicago (Taystee bread, Grennan's cakes). Agency: N. W. Ayer & Son Inc., Philadelphia. *sp t*

PUROLATOR Co., Newark, N. J. (oil purifiers for autos). *t*

PUTINIZE LABORATORIES, San Francisco (eye drops). *sp*

PX PRODUCTS Co., Los Angeles (disinfectant). Agency: Smith & Drum Inc., Los Angeles. *sp*

Q

THE QUAKER OATS Co., Chicago (Quaker Oats, Puffed Rice). Agencies: Erwin, Wasey & Co. Inc., Chicago, Full O' Pep Poultry Feed; Fletcher & Ellis Inc., N. Y., Puffed Rice and Puffed Wheat; Lord & Thomas, Chicago, Quaker Oats, Quaker Crackels, Aunt Jemima Pancake Flour. *n sp t*

QUAKER STATE OIL REFINING Corp., Oil City, Pa. (motor oil). Agency: Kenyon & Eckhart Inc., N. Y. *sa t*

W. F. QUARRIE & Co., Chicago (publishers). Agency: Bisberne Adv. Co. Inc., Chicago.

KATHLEEN MARY QUILAN, New York (toilet goods). Agency: J. Walter Thompson Co., N. Y.

W. S. QUINBY Co., Boston (La Touraine coffee). Agency: Ingalls Adv., Boston.

R

RADBID OIL Co. Inc., Philadelphia (Penn - Rad oil, Renuzit cleaner). Agencies: Al Paul Lefton Co., Philadelphia; John Falkner Arndt & Co., Philadelphia (Renuzit).

RADIO & TELEVISION INSTITUTE, Chicago (courses). Agency: Simmonds & Simmonds Inc., Chicago. *sp*

RADIO COOKING CLUB OF AMERICA, Baltimore (cooking school). *sp*

RADIO LEAGUE OF THE LITTLE FLOWER, Detroit (Father Coughlin). *n*

KSD
IN ST. LOUIS
93 CONTRACTS for Advertising on KSD were signed during the first five months of 1935—an increase of 20% over 1934.
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Free & Sleminger, Inc., National Advertising Representatives
New York Chicago Detroit San Francisco

KFEL - KVOD
—DENVER—
High Power?
NO! 500 Watts

Directory of National and Regional Radio Advertisers (Cont'd) . . .

RALADAM Co., Detroit (Marmola proprietary). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sa t ta*

RALSTON PURINA Co. Inc., St. Louis (cereals & seeds). Agency: Gardner Adv. Co., St. Louis. *n sa*

RAMSEY ACCESSORIES Mfg. Corp., St. Louis (auto accessories). Agency: Beecher Adv. Co., St. Louis.

RAPINWAX Co., St. Paul (waxed paper). Agency: Erwin, Wasey & Co., Minneapolis. *sp*

RATH PACKING Co., Waterloo, Ia. (Black Hawk meat products). Agency: Young & Rubicam Inc., Chicago. *sp*

RCA RADIOTRON Co. Inc., Harrison, N. J. (radio tubes). Agency: Lord & Thomas, N. Y. *n*

RCA VICTOR Co., Camden, N. J. (Victor radios, etc.). Agency: Lord & Thomas, N. Y. *sp*

REAL SILK HOSIERY MILLS Inc., Indianapolis (hosiery). Agency: Erwin, Wasey & Co. Inc., Chicago. *n*

RED & WHITE Corp., Chicago (chain groceries).

RED STAR YEAST & PRODUCTS Co., Milwaukee (Red Star yeast). Agency: N. W. Ayer & Son Inc., Chicago. *n*

RED TOP BREWING Co., Cincinnati (Red Top beer). Agency: Jesse M. Joseph Adv. Agency, Cincinnati. *sa*

REDUCOIDS, San Francisco (reducing pills). *t*

REGAL SHOE Co., New York (Regal shoes). Agency: Frank Presbrey Co. Inc., New York.

REID, MURDOCH & Co., Chicago (Monarch foods). Agencies: Philip O. Palmer & Co. Inc., Chicago; Roy Alden & Associates, Los Angeles. *sp sa*

REKLAMEFONDET FOR DEN NORSKE HERMETINKINDUSTRI, Stavenger, Norway (Norwegian canned salmon). Agency: Wales Adv. Agency, N. Y. *sp*

RELIABLE PACKING Co., Chicago (Dannish Brand meat products). *sa*

RELIANCE Mfg. Co., Chicago (Big Yank shirts). Agency: Mitchell-Faust Adv. Co., Chicago. *sp sa*

REMINGTON-RAND Inc., Buffalo (Remington typewriters). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sp*

REMSEN Corp., New York (Aspirin-Plus). Agency: Grady & Wagner, N. Y. *t*

L. N. RENAULT & SONS Inc., Egg Harbor, N. J. (champagne). Agency: Al Paul Lefton Co. Inc., Philadelphia. *sp*

REO MOTOR CAR Co., Lansing, Mich. (motor cars). Agency: Maxon Inc., Detroit. *rn sp sa*

REPUBLIC COAL Co., Minneapolis. *sa*

REPUBLIC OIL Co., Pittsburgh. *t*

REPUBLICAN NATIONAL COMMITTEE, Washington (political). *n*

REPUBLICAN STATE COMMITTEE, New York (political). *rn*

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes). Agency: Wm. Esty & Co. Inc., N. Y. *n*

RICE-STIX DRY GOODS Co., St. Louis (wholesalers). Agency: Gardner Adv. Co., St. Louis. *ta t*

RICHFIELD OIL CORP. OF NEW YORK, New York (Golden gasoline). Agencies: Fletcher & Ellis Inc., N. Y.; Lambert & Feasley Inc., N. Y. *t*

RICHFIELD OIL Co., of California, Los Angeles (Ritchfield gas). Agencies: Beaumont & Hohman, Los Angeles; H. C. Bernsten Agency, Los Angeles. *n rn t ta*

RICH-MAID Mfg. Co., Richmond, Va. (coffee). *sa*

RICHMAN BROTHERS, New York (men's clothes). *t*

RICH PRODUCTS Corp., Chicago (Eveready Dog foods). Agency: Rogers & Smith Adv. Agency, Chicago.

F. AD. RICHTER & Co., Brooklyn, N. Y. (Anchor pain expeller). *sp sa*

RIESER Co., New York (Venida hair nets). Agency: Donahue & Coe, N. Y. *n sa sp*

RING ROUT Inc., New Orleans (Ring remedy). *sa*

RIO GRANDE OIL Co., Los Angeles (gas & oil). Agency: Beaumont & Hohman, Los Angeles. *rn*

RIT PRODUCTS Co., Chicago (Koolex shaving cream). Agency: Earle Ludgin & Co. Inc., Chicago. *sp sa*

HAROLD F. RITCHIE & Co., New York (Eno salts). Agency: N. W. Ayer & Son Inc., N. Y. *n t*

DR. RITHOLZ & SONS, Chicago (optical goods). *sp*

RIVAL PACKING Co., Chicago (Rival dog food). Agency: Chas. Silver & Co., Chicago. *sp t*

RIVERDALE PRODUCTS Co., Chicago (Kod-O-Meet). *sa*

RMB LABORATORIES, Seattle (Davis stomach remedy). Agency: J. Wm. Sheets, Seattle.

JOHN F. ROBERTS & ASSOCIATES, Los Angeles (Liv-A-Tone). Agency: Dake-Johanet Adv. Agency, Los Angeles. *sp*

ROBERTSON Inc., East St. Louis (farm implements). *sp*

ROCHESTER PACKING Co., Rochester (Arplako meats). Agency: Stewart, Hanford & Frohman Inc., Rochester.

ROCKET OIL Co., Los Angeles. Agency: Beaumont & Hohman, Los Angeles. *rn*

ROCK ISLAND BREWING Co., Rock Island, Ill. (Cross Country malt syrup). Agency: L. W. Ramsey Co., Davenport, Ia.

ROCKNE MOTORS Corp., Detroit (motor cars). Agency: Roche, Williams & Cunnyngham, Chicago.

ROMAN CLEANSER MFG. Co., Detroit. Agency: Holmes Inc., Detroit.

ROMAN MACARONI Co., Long Island City, N. Y. (5 minute brand spaghetti). Agency: Briggs & Varley Inc., N. Y.

ROMAN MEAL Co., Tacoma, Wash. (cereal). Agency: Milne & Co., Seattle, Wash.

ROSE CLAIRE LABORATORIES, New York (Alpine Forest-Pine bath). Agency: Thomas H. Reese & Co., N. Y.

ROSE LAIRD Co., New York (beauty preparations). *t*

ROSICRUCIAN ORDER, San Jose, Cal. Agency: Virgil L. Rankin Co., Los Angeles.

DR. W. J. ROSS Co., Los Alamotis, Calif. (dog and cat foods). Agency: Dan B. Miner Co., Los Angeles. *t sp*

ROUNDS CHOCOLATE Co., Newton, Mass. (Rounds cocoa). Agency: Ingalls Adv., Boston.

ROYAL TYPEWRITER Co., New York. Agency: Hanff-Metzger Inc., N. Y. *n*

RUBBER FLAX GLOSS Co., Philadelphia (furniture polish). *sp*

E. H. RUCKER, Ottumwa, Ia. (poultry feed). *sa sp*

RUDY-PATRICK SEED Co., Kansas City (seeds).

RUMFORD CHEMICAL WORKS, Providence, R. I. (baking powder). Agency: Atherton & Currier Inc., N. Y. *sp sa t*

RUN-PROOF LABORATORIES of Chicago (run preventer for hosiery). Agency: R. C. Moremus & Co., Chicago. *sp*

RUNKEL BROS. Inc., New York (Runkel malted milk). Agency: Topping & Lord Inc., N. Y. *sp*

JACOB RUPPERT, New York (Knickerbocker beer). Agency: Wm. Esty & Co. Inc., N. Y.

RURAL PRODUCTS Inc., Chicago. Agency: Freeze-Vogel-Crawford Inc., Milwaukee. *sa sp*

RUUD Mfg. Co., Pittsburgh (water heaters). Agency: Ketchum, MacLeod & Grove Inc., Pittsburgh. *sa*

RONEY PLAZA HOTEL, Miami, Fla. Agency: Rose-Martin Inc., N. Y. *sa*

S

SAFEWAY STORES Inc., Oakland, Calif. *n*

SALADA TEA Co., Boston (Salada Ceylon tea). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

SALAKUTA Co., San Francisco (hair shampoo). Agency: Dake Adv. Agency Inc., San Francisco. *sp*

SALES AFFILIATES Inc., New York (Insecto-Rapid-Notox). Agencies: Biow Co. Inc., N. Y.; Grey Adv. Service Inc. *n t*

SANDS, TAYLOR & WOOD Co., Somerville, Mass. (King Arthur coffee). Agency: Eddy-Rucker-Nickeles Co. Inc., Cambridge, Mass. *rn*

Mr. Don Stetler
Standard Brands, Inc.,
New York City.

Dear Mr. Stetler:

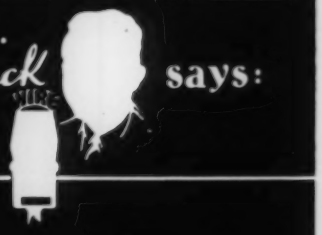
Come down some time and try to get your program from outside stations. Then glance at the map and see what you're missing! WSOC has the audience and the audience has MONEY! Charlotte's per capita buying power is the same as Philadelphia and a fraction more than Baltimore and St. Louis!

Standard Brands needs WSOC, the station that sold itself so that you might sell STANDARD BRANDS!

STANDING BY: Waiting to plug you in!

WSOC
Charlotte, N. C.

"Plug" Kendrick says:



"Coverage? To Cover Indianapolis thoroly. 54 NBC commercials use WIRE"

FORMERLY WKBF IN INDIANAPOLIS

D. E. "Plug" Kendrick, Vice Pres. & Gen. Mgr.

Affiliated NBC Station

National Advertising Representatives:

PAUL H. RAYMER CO., New York • Chicago • San Francisco

KFEL - KVOD
—DENVER—
High Fidelity?
YES!

WIL
THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.

SALTESEA PACKING Co., Providence (clam chowder). Agency: Livermore & Knight Co., Providence.

SANQUOIT PAPER Co., New Hartford, N. Y. (toilet tissue). *sa*

SARGEANT & Co., Des Moines (poultry feeds). Agency: Fairall & Co., Des Moines.

C. F. SAUER Co., Richmond, Va. (flavoring extracts). Agency: Staples & Staples Inc., Richmond, Va. *t*

SAUNDERS CHEMICAL Co., St. Louis (Flight). *sp sa*

M. W. SAVAGE FACTORIES Inc., Minneapolis (mail order). Agency: McCord Co., Minneapolis.

SAVORETTE Inc., Chicago (cigarette holders). *sa*

SAVORY Inc., Newark (cooking utensils). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

ADAM SCHEIDT BREWING Co., Norristown, Pa. (Valley Forge Beer). Agency: Richard A. Foley Adv. Agency, Philadelphia.

SCHENLEY PRODUCTS Co., New York (Liquor). Agencies: Lord & Thomas, N. Y.; Wm. H. Rankin Co., N. Y. *t sp*

SCHIEFFELIN & Co., New York (3-Star Hennessey brandy). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

A. SCHILLING & Co., San Francisco (teas). Agency: M. E. Harlan Adv. Agency, San Francisco. *rn*

SCHLITZ BREWING Co., Milwaukee (Schlitz beer). Agency: Batten, Barton, Durstine & Osborn Inc., Chicago. *n sa*

SCHLUDERBERG - KURDLE Co., Baltimore (Eskay meat products). *sp sa*

SCHOENHOFEN-EDELWEISS Co., Chicago (Edelweiss beer). Agency: Thos. M. Bowers Adv. Agency, Chicago.

SCHOLL MFG. Co., Chicago (Dr. Scholl's foot pads, etc.). Agency: Donahue & Coe Inc., Chicago. *sa*

SCHOTT BREWING Co., St. Louis (beer). Agency: Wesley K. Nash Co., St. Louis. *sa*

W. F. SCHRAFFT & SONS Corp., Boston (candies). *rn*

D. SCHULTZ, Philadelphia (wall paper). Agency: Philip Klein Agency, Philadelphia.

BERNARD SCHWARTZ CIGAR Corp., Detroit. Agency: C. F. McIntyre & Associates, Detroit. *sp*

THE SCHWOB Co., Columbus, Ga. (clothing). Agency: James A. Greene & Co., Atlanta.

PAUL SCHULZE BISCUIT Co., Chicago (bakers). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

SHUTTER-JOHNSON CANDY Co., Chicago.

SCIENTIFIC LABORATORIES OF AMERICA, Oakland, Calif. (Reducoids). *sp sa*

SCOTT FURRIERS, Boston (retail fur stores). Agency: Aaron Bloom, Boston. *rn t*

SCOTT & BOWNE Inc., Elmira, N. Y. (Scott's Emulsion). Agencies: Marschalk & Pratt Inc., N. Y.; Redfield-Johnstone Inc., N. Y. (Ki-Moids). *sp sa ta*

SCOTT PAPER Co., Chester, Pa. Scott's tissue). Agency: J. Walter Thompson Co., N. Y. *rn sp sa ta*

WM. S. SCULL Co., Camden, N. J. (Boscul coffee). Agencies: F. Wallace Armstrong Co., Philadelphia; (Boscul food drinks) Kenyon & Eckhardt Inc., N. Y. *sa*

SEA BREEZE LABORATORIES Inc., Pittsburgh (antiseptic). *sp*

SEALED POWER Corp., Muskegon, Mich. (piston rings). Agency: Grace & Holliday, Detroit. *n*

SEABOARD AIR LINE RAILWAY, Norfolk, Va. *sa*

SEALY MATTRESS Co., Memphis (Sealy-rest mattress). Agency: Mitchell-Faust Adv. Co. Inc., Chicago. *sa*

SEARS, ROEBUCK & Co., Chicago (raw fur marketing service). Agency: Neisser-Meyerhoff Inc., Chicago. *sp t sa*

J. B. SEDBERRY Inc., Utica, N. Y. (Jay Bee feed mills). Agency: Behel & Waldie Inc., Chicago.

SEECK & KADE Inc., New York (Pertussin). Agency: J. Walter Thompson Co., N. Y. *sa*

SEGO MILK PRODUCTS Co., Salt Lake City, Utah. (Sego milk). Agency: Botsford, Constantine & Gardner, Portland, Ore. *t*

SEIBERLING RUBBER Co., Akron (tires & tubes). Agency: Meldrum & Fewsmith Inc., Cleveland.

SEINHEIMER PAPER Co., Cincinnati (Sanitex tissue). Agency: Ruthrauff & Ryan Inc., Chicago.

SELBY SHOE Co., Portsmouth, O. Agency: Henri, Hurst & McDonald Inc., Chicago. *n*

SEM Co., Dyersville, Ia. (hog remedy). *sp*

R. B. SEMLER Inc., New York (Kreml hair tonic, etc.). Agency: Erwin, Wasey & Co. Inc., N. Y.

SEMINOLE PAPER Co., Chicago (toilet tissue). Agency: Paris & Peart, N. Y. *sp sa t*

SENDOL Co., Kansas City (Sendol). Agency: Hogan Adv. Co., Kansas City. *sp sa*

SENECA COAL & COKE Co., Kansas City. *sp*

SHADOWFOAM Inc., Battle Creek, Mich. (reducing preparation). Agency: Guenther-Bradford & Co. Inc., Chicago.

SHARP & DOHME, Philadelphia (Hexylresorcinal solution). Agency: J. Walter Thompson Co., N. Y.

SHAWMUT WOOLEN MILLS, New York (knitted fabrics). Agency: Marschalk & Pratt Inc., N. Y. *sa*

SHEFFIELD FARMS Co. Inc., New York (dairy products). Agency: N. W. Ayer & Son, Philadelphia. *t sp*

SHEFFORD CHEESE Co. Inc., Syracuse, N. Y. *sa*

SHELL-EASTERN PETROLEUM PRODUCTS Inc., New York (Shell gasoline). Agency: J. Walter Thompson Co., N. Y. *n*

SHELL PETROLEUM Corp., St. Louis (Shell gasoline). Agency: J. Walter Thompson Co., Chicago. *n sp sa t*

SHELL OIL Co., San Francisco (Shell gasoline). Agency: McCann-Erickson Inc., San Francisco. *n*

SHENANDOAH VALLEY Inc., Staunton, Va. (resort). Houck & Co. Roanoke, Va.

DR. G. H. SHERMAN Inc., Detroit (Bio Cream skin mendicant). Agency: Harold Aarons Inc., Detroit.

SHERWIN-WILLIAMS PAINT Co. Cleveland (paints). Agency: Henri, Hurst & McDonald Inc., Chicago. *sa*

SHERWOOD BROTHERS, Baltimore (Betholine). Agency: Van Sant, Dugdale & Co. Inc., Baltimore. *sa*

SHRINE OF THE LITTLE FLOWER, Royal Oak, Mich. (Father Coughlin). Agency: E. W. Hellwig Co., N. Y. *n*

SHURON OPTICAL Co. Inc., Geneva, N. Y. (eyeglasses). Agency: McCann-Erickson Inc., N. Y.

SIDLEY Co., S. Francisco (garters).

SIKO Inc., New York (Norsiko toothpaste). Agency: Thomas H. Reese & Co., N. Y.

C. F. SIMONINI'S SONS Inc., Philadelphia (Olio Simonini). Agency: Yesley Adv. Agency, Boston. *sp*

SIMONIZ MFG. Co., Chicago (auto polish). Agency: J. L. Sugden Adv. Co., Chicago. *sp*

THE SIMMONS Co., Chicago (beds & mattresses). Agency: Fletcher & Ellis Inc., N. Y. *n t*

WILLIAM SIMON BREWING Co. Buffalo (Simon pure beer). Agency: The Moss Chase Co., Buffalo.

SIMPLEX DIATHERMY Co., New York (diathermy apparatus). Agency: Rose-Martin Inc., N. Y. *sp*

SIMPLEX SHOE MFG. Co., Milwaukee (shoes). Agency: Klau-Van Pietersom-Dunlap Inc., Milwaukee.

SIMPLICITY PATTERNS Co., New York (dress patterns). Agency: N. W. Ayer & Son Inc., Philadelphia. *sp*

SIMPSON OIL Co., Cape Girardeau, Mo. (motor oil). *sa*

SIMPSON PRODUCTS Co., Terre Haute (Doggie Dinner). Agency: Matteson - Fogarty - Jordan Co. Inc., Chicago. *sp*

SINCLAIR REFINING Co. Inc., New York (H-C gasoline, etc.). Agency: Federal Adv. Agency Inc., N. Y. *n*

SINGER SEWING MACHINE Co., New York (sewing machines). Agency: G. Lynn Summer Co. Inc., N. Y.

SISALKRAFT Co., Chicago (roofing material). Agency: Russell T. Gray Inc., Chicago. *sa*

SIX O'CLOCK Co., Norristown, Pa. (Six O'Clock dessert). Agency: Dorsey Adv. Agency, Philadelphia. *sa*

SKAT-A-RAT Corp., Providence (exterminating compound). Agency: Lanpher & Schonfarber Inc., Providence, R. I. *sp*

SKELLY OIL Co., Kansas City (gasoline & oil). Agencies: Ferry-Hanley Adv. Co., Kansas City; Russell C. Comer Adv. Co., Kansas City. *t*

WLAC
INCORPORATED
Nashville, Tenn.

J. T. WARD
PRESIDENT

Greetings to all members of the National Association of Broadcasters. My hope is that you will enjoy every minute of your stay in Colorado Springs and derive much benefit from this Convention.

Truman Ward
PRESIDENT NAB

WIL
THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.

Directory of National and Regional Radio Advertisers (Cont'd) ...

SKINNER MFG. Co., Omaha (Skinner's raisin bran). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp ta sa t*

D & L SLADE & Co., Boston (spices). Agency: Churchill-Hall Inc., N. Y. *rn*

SLEEPY WATER Co., Chicago (Sleepy Water crystals). Agency: United Adv. Co. Inc., Chicago. *sp*

SLINGERLAND BANJO MFG. Co., Chicago (music lessons). Agency: Heath-Seehof Inc., Chicago. *sa sp*

SMITH AGRICULTURAL CHEMICAL Co., Columbus, O. (Sacco & Wedo). Agency: Mumm, Romer, Robbins & Pearson, Columbus, O. *sp sa*

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops). Agency: Hommann, Tarcher & Sheldon Inc., N. Y. *n sa*

J. HUNGERFORD SMITH Co., Rochester, N. Y. (Enerjoy). Agency: Hughes-Wolff & Co. Inc., Rochester, N. Y. *sp*

SMITH, KLINE & FRENCH LABORATORY, Philadelphia (Dr. Hand's teething lotion). Agency: John L. Butler Co. Inc., Philadelphia. *sa*

SMITHFIELD HAM & PRODUCTS Co., Smithfield, Va. Agency: C. Wendell Muench & Co., Chicago. *t*

SMOKED SALT Co., Cincinnati (Old Hickory salt).

SNIDER PACKING Corp., Rochester, N. Y. (catsup). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sp*

SOAP PRODUCTS Ltd., Long Island City, N. Y. (Latherizer). Agency: Kelly, Nason & Roosevelt Inc., N. Y. *sp t*

SOCONY-VACUUM OIL Co. Inc., New York (Mobilgas & Mobiloil). Agency: J. Stirling Getchell Inc., N. Y. *n rn sa t sp*

SODIPHENE Co., Kansas City (antiseptic). Agency: Loomis-Clapham-Whalen Co., Kansas City.

SOLARINE Co., Baltimore (Old Sol cleanser). Agency: Theodore H. Newhoff Adv. Agency, Baltimore. *sa*

SO-LO WORKS, Cincinnati (shoe repairs). Agency: E. H. Brown Adv. Agency, Chicago.

S O S COMPANY, Chicago (aluminum cleanser). Agency: McCann-Erickson Inc., San Francisco. *n rn sp t*

SOUTHERN CALIFORNIA RETAIL GROCERS ASSN., Los Angeles. Agency: Advertising Arts Agency, Los Angeles. *sp*

SOUTHERN DAIRIES Inc., Washington, D. C. (ice cream). Agency: Spangler & Berry, Washington (Washington only); McKee & Albright Inc., Philadelphia. *t*

SOUTHERN PACIFIC RAILROAD, Los Angeles (rail transportation). Agency: The Caples Co., N. Y. *sa*

SOUTHWESTERN DRUG Corp., Dallas. *rn*

SOUTHWESTERN ICE DEALERS, Dallas. *rn*

SPAIDE SHIRT Co., Butler, Pa. (men's shirts). Agency: Albert P. Hill Co., Pittsburgh.

SPARKLETS Corp., New York (syphon bottles). Agency: Kenyon & Eckhardt Inc., N. Y.

SPARKS-WITHINGTON Co., Jackson, Mich. (Sparton radios). Agency: United States Adv. Corp., Toledo. *n sa*

SPEE-DEE PRODUCTS Co., Philadelphia (Spee Dee Kleen cleaning fluid). Agency: E. A. Clarke Co., Philadelphia.

SPEEDWRITING Inc., New York (shorthand courses). Agency: Churchill-Hall Inc., N. Y.

SPENCER SHOE Co., Boston. Agency: Chambers & Wiswell Inc., Boston. *rn*

SPERRY FLOUR Co., San Francisco (flour, cereals). Agency: Westco Adv. Co., San Francisco. *rn sp t*

SPERRY & HUTCHINSON Inc., New York (trading stamps). Agency: Kimball, Hubbard & Powell Inc., N. Y.

SPIC Inc., Chicago (deodorants). Agency: McJunkin Adv. Co., Chicago.

SPIRITUAL PSYCHIC SCIENCE CHURCH, Los Angeles. *rn sp*

SPOHN MEDICAL Co., Goshen, Ind. Agency: Behel & Waldie, Chicago.

SPOOL COTTON Co., New York (crochet cotton). Agency: Young & Rubicam Inc., N. Y.

SPRAGUE WARNER & Co., Chicago (Richelieu, Batavia food products). Agencies: H. W. Kastor & Sons Adv. Co. Inc., Chicago; Blackett-Sample-Hummert Inc., Chicago. *n sp*

SPRATT'S PATENT Ltd., Newark (dog biscuits). Agency: Paris & Peart, N. Y. *n*

SQARE DEEL PRODUCTS Inc., Detroit (cleansers). Agency: Reincke-Ellis-Younggreen & Finn, Chicago.

E. R. SQUIBB & SON, New York (drug products). Agencies: N. W. Ayer & Son Inc., Philadelphia, shaving cream, castor oil; Geyer-Cornell Co., N. Y., dental cream; Wm. Douglas McAdams Inc., N. Y., cod liver oil, vitamin products.

JOHN P. SQUIRE Co., Boston (fresh pork). Agency: Goulston Co. Inc., Boston. *n sp*

SSS Co., Atlanta (SSS proprietary). Agency: Johnson-Dallas Co., Atlanta. *n*

STALEY SALES Corp., Decatur, Ill. (corn products). Agency: Batten, Barton, Durstine & Osborn Inc., Chicago. *sa*

STANBACK MEDICINE Co., Salisbury, N. C. (remedy). Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. *rn sp sa t*

STANCO Inc., New York (Flit, Nujol, etc.). Agency: McCann-Erickson Inc., N. Y. *sp sa t*

STANDARD ACCIDENT INSURANCE Co., Detroit. Agency: C. E. Rickerd Adv. Agency, Detroit.

STANDARD BRANDS Inc., New York (Fleischman, Chase & Sanborn, etc.). Agency: J. Walter Thompson Co., N. Y. *n*

STANDARD CHEMICAL MFG. Co., Omaha (Clix stock food). Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

STANDARD CORSET Co., Holyoke, Mass. (Ammori health belt). Agency: The Wesley Associates, N. Y.

STANDARD HOMEOPATHIC Co., Los Angeles (medicines). *sp*

STANDARD MILLING Co., New York (Cereosota flour). Agency: Benton & Bowles Inc., N. Y. *sa t*

STANDARD OIL CO. OF CALIF., San Francisco. Agency: McCann-Erickson, San Francisco. *n*

STANDARD OIL CO. OF INDIANA, Chicago (Red Crown gasoline). Agency: McCann-Erickson Inc., Chicago. *t*

STANDARD OIL CO. OF LOUISIANA, New Orleans. Agency: McCann-Erickson Inc., N. Y. *sp*

STANDARD OIL CO. OF NEW JERSEY, New York. Agency: Marschalk & Pratt Inc., N. Y. *sp t n*

STANDARD OIL CO. OF OHIO, Cleveland. Agency: McCann-Erickson Inc., Cleveland. *sp sa*

STAPOLITE Inc., Boston (floor finish). *sp*

STAR BREWERY Co., Vancouver, Wash. (Hop Gold beer). Agency: William L. Norwell Adv. Agency, Portland, Ore. *t*

STAR BREWING Co., Dubuque, Ia. *sp*

STASWEET LABORATORIES, Los Angeles (proprietary). Agency: Beaumont & Hohman, Los Angeles.

STEELCOTE MFG. Co., St. Louis (paint). Agency: Mortimer W. Mears Inc., St. Louis. *ta*

A. STEIN & Co., Chicago (Paris garters).

STEPHANO BROS., Philadelphia (Ramses cigarettes). Agency: The Aitken-Kynett Co., Philadelphia.

STERLING CASUALTY INSURANCE Co., Chicago (Penny-A-Day insurance). Agency: Frankel-Rose Co. Inc., Chicago; First United Broadcasters Inc., Chicago. *sp sa rn*

STERLING DRUG Co., Des Moines (toothpaste). Agency: Heath-Seehof Inc., Chicago. *sa*

STERLING OIL Co., Emleton, Pa. Agency: Thompson Adv. Agency, Youngstown, O.

STERLING PRODUCTS Co., New York (Bayer Aspirin, etc.). Agency: Blackett-Sample-Hummert Inc., Chicago & N. Y. *n t sp*

JOHN B. STETSON Co., Philadelphia (hats). Agency: N. W. Ayer & Son Inc., Philadelphia. *sa*

STEWART-WARNER Corp., Chicago (radio receivers, auto accessories, etc.). Agency: Blackett-Sample-Hummert Inc., Chicago. *n*

STICKNEY & POOR SPICE Co., Charlestown, Mass. (poultry stuffing). Agency: Badger & Browning Inc., Boston. *sa*

THE STOCKMAN FARMER SUPPLY Co., Denver (harness goods). *sp*

STOKELY BROS. & Co., Inc., Indianapolis (Bean Hole beans). Agency: Gardner Adv. Co., St. Louis.

STRASSKA LABORATORIES Inc., Los Angeles (toothpaste). Agency: Hillman-Shane Adv. Agency Inc., Los Angeles. *t*

C. F. STREIT MFG. Co., Cincinnati (Streit slumber chairs).

COLORADO RADIO NETWORK

GENE O'FALLON
SALES MANAGER
ALBANY HOTEL
DENVER

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DENVER (KEY STATION)	COLORADO SPRINGS
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Directory of National and Regional Radio Advertisers (Cont'd) . . .

STRECKFUS STEAMERS, St. Louis (excursions). Agency: Kelly-Stuhlman Adv. Co., St. Louis.

STROMBERG-CARLSON MFG. Co., Rochester, N. Y. (radios). Agency: Stewart Hanford & Frohman Inc., Rochester. *sp*

J. STROMEYER Co., Philadelphia (Penn-Mar golden syrup). *sp*

STRONG, CARLISLE & HAMMOND Co., Cleveland (Sib cleaner). Agency: Fuller & Smith & Ross Inc., Cleveland.

THE STUDEBAKER SALES CORP. OF AMERICA, South Bend, Ind. (motor cars). Agency: Roche, Williams & Cynnyngham Inc., Chicago. *n sa t*

STURDIVANT PACKING Co., Brownsville, Tenn. (Old Virginia stew). Agency: Harding-Lake Co., Memphis.

WSYR

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·NBC·

SYRACUSE

SUDS-a-LOT Inc., Joliet, Ill. (soap). Agency: Gale & Pietsch Inc., Chicago. *sa*

SUN MAID RAISIN GROWERS ASS'N., Fresno, Calif. (Sun Maid raisins). Agency: Lord & Thomas, San Francisco. *sp*

SUNNY SOL Co. Inc., Leroy, N. Y. (Sunny Sol). *t*

SUN OIL Co. Philadelphia (Sunoco motor oils). Agency: Roche, Williams & Cunnyngham, Chicago; (insecticides) Stewart-Jordan Co., Philadelphia. *n sa t*

SUNSHINE COAL Co., Centerville, Ia. *sa*

SUN-RAYED Co., Frankfort, Ind. (Kemps Sun-Rayed tomato juice). Agency: Caldwell-Baker Co. Inc., Indianapolis. *sp*

SUSSMAN, WORMSER & Co., San Francisco (S & W coffee). Agency: W. Vincent Leahy Adv. Agency, San Francisco. *sp rn*

SWEEPER VAC Co., Worcester, Mass. (Sweeper Vac vacuum cleaners). Agency: Wm. B. Remington Inc., Springfield, Mass. *sp*

SWIFT & Co., Chicago (Premium ham, Brookfield butter). Agencies: J. Walter Thompson Co., Chicago; Stack-Goble Adv. Agency, Chicago. *n rn sp t*

SWIFT & Co., Los Angeles (Formay shortening). Agency: J. Walter Thompson Co., Los Angeles. *rn*

T

TABLET NO. 66 LABORATORIES, Los Angeles (Rheumatism tablets). *sp*

TASTYEAST Inc., Trenton, N. J. (Tastyeast candy, Mt. Rose gin). Agency: Clements Co. Inc., Philadelphia. *n sp*

F. C. TAYLOR FUR Co., St. Louis (raw furs). Agency: Budke-Connell Adv. Agency, St. Louis.

TECHNICAL LABORATORIES Inc., Berkeley, Cal. (Aeratone remedy). *t*

TENNESSEE Corp., New York (Loma garden product). Agency: Samuel C. Croot Co. Inc., N. Y. *n*

TENEX LABORATORIES, Cedar Rapids, Ia. (proprietary remedy). Agency: L. W. Ramsey Co., Davenport, Ia.

HENRY TETLOW Co., Philadelphia (Swan Down face powder). *t*

THE TEXAS Co., New York (Texaco gasoline). Agency: Hanff-Metzger Inc., N. Y. *n sp t*

THE THOMAS Co., Chicago (hair restorer). Agency: L. H. Waldron Adv. Agency, N. Y. *sa t*

JOHN R. THOMPSON Co., Chicago (restaurants). Agency: Sellers Service Inc., Chicago. *sp*

THOMPSON PRODUCTS Inc., Cleveland (automotive parts). Agency: Griswold-Eshleman Co., Cleveland.

THOMSON & TAYLOR Co., Chicago (root beer extracts). Agency: Mason Warner Co. Inc., Chicago.

THOROBREAD Co., Cincinnati (animal foods). Agency: Keelor & Stites Co. Inc., Cincinnati.

THREADS Inc., Gastonia, N. C. (spool thread). *sp*

THREE MINUTE CEREALS Co., Cedar Rapids, Ia. (oat flakes). Agencies: Blackett-Sample-Hummert Inc., Chicago; Maxon Inc., Detroit. *t*

DR. G. H. TICHENOR ANTISEPTIC Co., New Orleans (antiseptic). Agency: Bauerlein Inc., New Orleans. *t*

TIDE WATER OIL Co., New York (Veedol & Tydol). Agency: Lennen & Mitchell Inc., N. Y. *n sp*

TIGER COAL Co., Kansas City (coal). *sa*

TILLAMOOK COUNTY CREAMERY ASS'N., Tallamook, Ore. (dairy products). Agency: Botsford, Constantine & Gardner, Portland, Ore. *n*

TIME Inc., New York (Time magazine & newsreel). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sa t*

TIMKEN SILENT AUTOMATIC Co., Detroit (oil burners). Agency: Henri, Hurst & McDonald Co. Inc., Chicago. *sp t*

TOBEY POLISH Co. Inc., Geneva, N. Y. (furniture polish). Agency: Erwin, Wasey & Co. Inc., Chicago.

TODDY Inc., New York (health drink). *sp*

TOMA Inc., Ligonier, Pa. (stomach remedy). Agency: W. S. Hill Co. Inc., Pittsburgh. *sp sa*

TONE BROS. COFFEE & SPICE Co., Des Moines (Old Golden cofffee). Agency: Cole's Inc., Des Moines.

TORGSIN, New York (service to Soviet Russia). Agency: Advertisers Broadcasting Co., N. Y. *sp*

TORRIDAIRE COMPANY, Boston (heating pads). Agency: Chambers & Wiswell Inc., Boston.

TOURAINE Co., Boston (Vigor yeast). Agency: Chambers & Wiswell Inc., Boston.

TRADEHOME SHOE STORES, St. Paul (chain shoe stores). *sa*

TRAINER BREWING Co., Philadelphia (brewers). Agency: E. A. Clarke Co., Philadelphia.

H. TRAISER & Co., Boston (Pippin & Harvard cigars). Agencies: Wood, Putnam & Wood Co., Boston.

B. F. TRAPPEY'S SONS Inc., New Iberia, La. (canned foods). *sa*

TRIAD MFG Co. Inc., Pawtucket, R. I. (radio tubes).

TRICOLD REFRIGERATOR Corp., Buffalo (household refrigeration). Agency: Landsheft & Bonning Inc., Buffalo.

JOSEPH TRINER Inc., Chicago (wines). Agency: Ruthrauff & Ryan Inc., Chicago. *sp*

TROMITE Corp., New York (water softener). Agency: Alfred S. Hearn Co. Inc., N. Y.

TROPIC-AIRE Inc., Minneapolis (auto heater). Agency: Mitchell Adv. Agency Inc., Minneapolis.

TRUE STORY PUBLISHING Co., New York (magazine). Agency: Erwin, Wasey & Co. Inc., N. Y. *n*

TRULY WARNER STORES, New York (men's hats, etc.). Agency: Donahue & Coe, N. Y.

TRUPAR MFG. Co., Dayton (Mayflower electrical refrigerators).

J. A. TUMBLER LABORATORIES, Baltimore (auto & furniture polish). Agency: The Aitken-Kynett Co., Philadelphia. *t*

TUNG-SOL LAMP WORKS, Newark (miniature lamps, radio tubes). Agency: Picard Adv. Inc., N. Y.

2-IN-1-SHINOLA-BIXBY Corp., New York (2-in-1, Shinola, Bixby's, Tuxedo shoe polishes). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sa*

TYPEWRITER EDUCATIONAL RESEARCH BUREAU, New York. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n*

U

UDGA Inc., St. Paul (stomach tablets). Agency: Guenther Bradford & Co. Inc., Chicago.

UNDERWOOD-ELLIOTT-FISHER Co., New York (office equipment). Agency: Marschalk & Pratt Inc., N. Y. *n*

UNION CENTRAL LIFE INSURANCE Co., Cincinnati. Agency: J. Walter Thompson Co., Chicago. *n*

UNION DISTILLERIES Co., Detroit (Asco liquors). Agency: Chas. A. Mason Agency, Detroit.

UNION FORK & HOE Co., Columbus, O. (gardening utensils). Agency: Mumm, Romer, Robbins & Pearson Inc., Columbus, O. *sp*

UNION OIL CO. of CALIF., Los Angeles (Aristo oil). Agency: Lord & Thomas, Los Angeles. *ta sa*

UNION PACIFIC SYSTEM, Omaha (rail transportation). Agencies: The Gaples Co., Chicago; Ernest Bader & Co., Omaha. *sp sa t*

UNION STARCH & REFINING Co., Columbus, Ind. (Pennant syrup). Agency: Caldwell-Baker Co., Indianapolis.

UNITED AIR LINES, Chicago (air transportation). Agency: J. Walter Thompson Co., Chicago. *sp t*

KJR

5,000 WATTS

CLEAR CHANNEL

N. B. C. NETWORK SEATTLE WASHINGTON

"WASHINGTON STATE LED THE PACIFIC COAST—THE PACIFIC COAST LED THE NATION—in retail sales, April, 1935, over April, 1934."

—Federal Reserve Bank, San Francisco, May 13.

BESIDES—

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For information consult

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THE BIGGEST LITTLE STATION IN THE NATION

ST. LOUIS, MO.

Directory of National and Regional Radio Advertisers (Cont'd) . . .

UNITED AMERICAN BOSCH Corp., Springfield, Mass. (auto horns, radios). Agency: E. T. Howard Co. Inc., N. Y. *n t*

UNITED BAKERIES Inc., San Francisco. *sp*

UNITED DISTILLERS Ltd., New York (U. D. L. liquor). Agency: Amalgamated Adv. Agency Inc., N. Y. *t*

UNITED DRUG Co., Boston (Rexall and Puretest drug products). Agencies: Street & Finney Inc., N. Y.; Spot Broadcasting Inc., N. Y. *n rn sa t*

UNITED FRUIT Co., New York (bananas). *sp*

UNITED PLAYING CARD Co., Cincinnati (Congress & Bicycle cards). Agency: The Procter & Collier Co., Cincinnati.

UNITED REMEDIES Inc., Chicago (Germania tea, Acidine, Kolor-Bak, etc.). Agency: Benson & Dall, Chicago. *sp sa t*

UNITED STATES BREWERS ASS'N, New York. Agency: Kelly, Nason & Roosevelt Inc., N. Y.

UNITED STATES BREWING Co., Chicago (Rheingold beer). *sa*

UNITED STATES GUTTA PERCHA PAINT Co., Providence, R. I. (Barreled sunlight paints). Agency: J. Walter Thompson Co., N. Y. *sa t*

UNITED STATES INDUSTRIAL ALCOHOL Co., New York (Super Pyro). Agencies: J. Walter Thompson Co., New York; United Adv. Agency Inc., N. Y.

UNITED STATES RUBBER Co., New York (tires). Agency: Campbell-Ewald Co. Inc., N. Y.

UNITED STATES SCHOOL OF MUSIC, New York (musical instruction). Agency: Ruthrauff & Ryan Inc., N. Y. *sp t*

UNITED STATES TOBACCO CO., New York (Dill's mixture). Agency: McCann-Erickson Inc., N. Y. *n t*

UNIVERSAL BATTERY Co., Chicago. Agency: Aubrey, Moore & Wallace Inc., Chicago. *sa*

UNIVERSAL CAMERA Corp., New York. Agency: Brooke, Smith & French Inc., N. Y.

UNIVERSAL MANUFACTURERS DISTRIBUTORS Inc., Chicago (bandages).

UNIVERSAL MILLS Inc., Fort Worth (Red Chain feeds). Agency: Tracy-Locke-Dawson Inc., Dallas. *t rn*

UTAH OIL REFINING Co., Salt Lake City (New Pep 88 gas). Agency: L. S. Gillham Co. Inc., Salt Lake City. *sp*

UTILITY DEVELOPMENT Co., San Francisco (Gasair butan mixers). Agency: Gerth-Knollin Adv. Agency, San Francisco.

V

VACATION LABORATORIES, St. Louis. *sa*

VADSCO SALES Corp., New York (Tarrants Seltzer Aperient). Agency: L. H. Hartman Co. Inc., N. Y. *n sp*

VALENTINE & Co., New York (Valspar varnish). Agency: Ruthrauff & Ryan Inc., N. Y.

VALIER & SPIER MILLING Co., St. Louis (Dainty flour). Agency: Garnder Adv. Co., St. Louis.

VALSPAR Corp., New York (varnish). Agency: Ruthrauff & Ryan Inc., Detroit.

VALVOLINE OIL Co., Cincinnati. Agency: Keeler & Stites Co., Cincinnati.

VANITY FAIR SILK HOSIERY, Reading, Pa. (hosiery). Agency: The Wesley Associates, N. Y.

VAN CAMP SEA FOOD Co., Terminal Island, Calif. Agency: Emil Brisacher & Staff, San Francisco. *n sa*

G. W. & HORTON VAN SLYKE, Albany, (Peter Schuyler cigars). Agency: Moser & Cotins Inc., N. Y.

ANGELO VARONA, New York (toilet preparations).

VELOGEN Inc., New York (hand lotion). Agency: Peck Adv. Agency Inc., N. Y.

VELVETINA Co., Omaha (cosmetics). Agency: Potts-Turnbull Co. Inc., Kansas City.

VELVETONE Co., St. Louis (cosmetics). *sa*

VENIDA Co., New York (Venida hair nets). *t*

VERKAMP Corp., Cincinnati (Philgas). *sa*

VERMONT PUBLICITY SERVICE, Montpelier, Vt. Agency: Hays Adv. Agency, Burlington, Vt. *sp*

VESTAL CHEMICAL LABORATORIES, St. Louis (Wax-All floor polish). Agency: Shaffer-Brennan Adv. Co., St. Louis.

VICK CHEMICAL Co., Greensboro, N. C. (Vick's Voratone, Vaporub, Vatronal). Agencies: Morse International Inc., N. Y.; Young & Rubicam Inc., N. Y.; Cecil, Warwick & Cecil Inc., N. Y. *n sa t*

VICTOR BREWING Co., Jeannette, Pa. (beer and ale). Agency: Fam Adv. Agency, Greensburg, Pa. *sp*

VIMAY Inc., Los Angeles (Amphoteric face cream). Agency: Chet Crank Inc., Los Angeles.

NELL VINICK, New York (Drezma cosmetics). *t*

VIRGINIA DARE EXTRACT Co., Brooklyn (wine). Agency: Ernest Davids Inc., N. Y. *sp*

VITA CON Co., Boston (Vita Contablets). *rn*

VITROLITE Co., Chicago (marble substitute). Agency: Frederick & Mitchell Inc., Chicago.

V. VIVIANO & BROS. MACARONI MFG. Co., St. Louis. Agency: Gardner Adv. Co., St. Louis. *sa*

VOGELER BROTHERS, Newark (mayonnaise). *sa*

W

WADHAMS OIL Co., Milwaukee (gas & oil). Agency: Scott-Telander Inc., Milwaukee.

WAGNER ELECTRIC Corp., St. Louis (electric motors). Agency: Anfenger Adv. Agency Inc., St. Louis.

E. R. WAGNER MFG. Co., Milwaukee (carpet sweepers). Agency: Cramer-Krasselt Co., Milwaukee. *ta*

WAHL COMPANY, Chicago (Eversharp pencils). Agency: Young & Rubicam Inc. N. Y.

WAITT & BOND, Newark (Blackstone & Recollection cigars). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

WALDORF - ASTORIA HOTEL, New York. Agency: Kenyon & Eckhardt Inc., N. Y.

WALGREEN Co., Chicago (chain drug stores). *sp sa*

WALKER'S DEPARTMENT STORE, Los Angeles. Agency: Newman & Wesley, Los Angeles. *t*

ELY WALKER & Co., St. Louis (fabrics). Agency: Mortimer W. Mears Inc., St. Louis. *n*

WALKER REMEDY Co., Waterloo, Iowa (Walko poultry remedy). Agency: Weston-Barnett Inc., Waterloo, Ia. *sa ta*

WANDER Co., Chicago (Ovaltine). Agency: Blackett-Sample-Hummert Inc., Chicago. *n t sa*

WARD BAKING Corp., New York (Ward baking products). Agency: Fletcher & Ellis Inc., N. Y. *n sp*

WM. R. WARNER Co., New York (Sloan's Liniment & Vince). Agency; Cecil, Warwick & Cecil Inc., N. Y. *n t*

WARREN NORTHAM Corp., New York (Cutex, Odorono). Agency: J. Walter Thompson Co., N. Y. *n*

18 HOURS!

The only station in northeastern Oklahoma maintaining this schedule

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1000 WATTS DAY
500 WATTS NIGHT

TULSA

CBS Network
W. C. Gillespie, V. P.

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... *some folks just won't listen to reason*

CKLW DOES A JOB *because* . . .

CKLW does not cater to stodgy minds—people with opinions as set as the rock-bound coast of Maine. The CKLW audience is composed, for the most part, of Detroiters and residents of the Motor City area—aggressive, open-minded—ready to accept modern ideas—able to buy. If you have a better method—a better product—tell Detroit about it through the facilities of CKLW—the station Detroiters listen to.

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Directory of Radio Advertisers & Agencies (Cont'd) . . .

WARSHAWSKY & Co., Chicago (auto accessories). Agency: Charles Silver & Co., Chicago.

WASEY PRODUCTS Inc., New York (Zemo, Musterole, Barbasol, Kreml, etc.). Agency: Erwin, Wasey & Co. Inc., N. Y. *n*

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. (George Washington coffee). Agency: Cecil, Warwick & Cecil Inc., N. Y. *n t*

WASHINGTON STATE APPLE BUREAU, Seattle. Agency: Izzard Co., Seattle. *sa*

WASHOFF Co., Salt Lake City (face cream). Agency: Harold W. Pickering Adv. Agency, Salt Lake City. *n sp*

WATCHTOWER BIBLE SOCIETY Brooklyn (Judge Rutherford's talks). *rn sp t*

WATERS-GENTER Co., Minneapolis (toastmaster). Agency: Erwin, Wasey & Co. Inc., Minneapolis. *sa t*

R. L. WATKINS Co., New York (Dr. Lyons toothpaste). Agencies: John F. Murray Adv. Agency Inc., N. Y.; Blackett - Sample - Hummert Inc., Chicago. *n sp t*

WATSON Co., Attelboro, Mass. (silversmiths). Agency: Kenyon Adv. Inc., Boston. *sp*

WAVERLY OIL WORKS Co., Pittsburgh (Penn-Wave oils). Agency: Carlson & Symons, Pittsburgh.

WAYNE KNITTING MILLS, Fort Wayne, Ind. Agency: Aubrey, Moore & Wallace Inc., Chicago. *sa*

WEBSTER-EISENLOHR Inc., New York (Girard cigars). Agency: N. W. Ayer & Son, Philadelphia. *sa*

D. WEEKS & Co., Des Moines, Ia. (proprietary remedy). Agency: Fairall & Co., Des Moines, Ia.

WEEPING MINERAL CRYSTALS Co., Milwaukee. *sa*

WEINBERG BROS., Chicago (produce). *sa*

WEISBROD & HESS BREWERY Co., Philadelphia. Agency: The Grey Adv. Service Inc., N. Y.

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *n sa t*

WESSON OIL & SNOWDRIFT Co., Inc., New Orleans (Wesson salad oil, etc.). Agency: Fitzgerald Adv. Agency, New Orleans. *n rn sa*

WEST END BREWING Co., Utica, N. Y. (Utica Club beer). Agency: Moser & Cotins Inc., Utica, N. Y.

WESTERN ASS'N OF RAILWAY EXECUTIVES, Chicago. Agency: Reincke - Ellis - Younggreen & Finn Inc., Chicago. *ta*

WESTERN CARTRIDGE Co., E. Alton, Ill. Agency: D'Arcy Adv. Co. Inc., St. Louis.

WESTERN Co., Chicago (Dr. West tooth powder). Agency: J. Walter Thompson Co., Chicago. *n sa*

WESTERN CLOCK Co., La Salle, Ill. (Westclox, Big Ben). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sp t*

WESTERN DAIRY PRODUCTS Co., Seattle. Agency: McCann-Erickson Inc., Seattle. *sa*

WESTERN STATES GROCERY Co., Oakland, Calif. (Brown Derby beer). Agencies: Botsford, Constantine & Gardner, San Francisco; J. Walter Thompson Co., San Francisco. *n*

WESTERN GROCERY Co., Marshalltown, Ia. (Jack Spratt foods). Agency: Erwin, Wasey & Co. Inc., Chicago. *sp*

WESTERN WHOLESALE DRUG Co., Los Angeles (Currier's tablets). Agency: Logan & Stebbins, Los Angeles. *ta*

WESTGATE SEA PRODUCTS Co., San Diego (Tuna fish). *sp sa*

WESTINGHOUSE ELECTRIC & MFG Co., East Pittsburgh (electrical appliances). Agency: Fuller & Smith & Ross Inc., Cleveland.

WESTINGHOUSE ELECTRIC & MFG. Co., Mansfield, O. (refrigerators). Agency: Fuller & Smith & Ross Inc., Cleveland. *sa*

PAUL WESTPHAL, New York (hair tonic).

WHEELING CORRUGATING Co., Wheeling, W. Va. (steel products). Agencies: Critchfield & Co., Chicago; A. T. Sears & Son, Chicago. *sa*

THE WHEATENA Co., Rahway, N. J. (Wheatena cereal). Agency: McKee & Albright Inc., Philadelphia. *n*

WHITE EAGLE OIL Corp., Kansas City (gasoline & oil). Agency: J. Stirling Getchell Inc., Kansas City. *sa*

WHITE KING SOAP Co., Los Angeles. Agency: Barnes-Chase Co., Los Angeles. *sa*

WHITE SEAL LABORATORIES Inc., Grand Rapids, Mich. (Mint-O-Lene). Agency: John L. Wierengo & Staff, Grand Rapids, Mich.

WHITE STAR REFINING Co., Detroit. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sp*

WHITESTONE MANAGEMENT Co., Chicago (Drake & Blackstone Hotels). Agency: Harry Atkinson Inc., Chicago.

GEO. F. WIEMANN Co., New York (Invitation coffee).

STEPHEN F. WHITMAN & SON, Philadelphia (Whitman's chocolate). Agency: F. Wallis Armstrong Co. Inc., Philadelphia.

WILBERT PRODUCTS Co., New York (Ammonia-Javex). Agency: N. W. Ayer & Son Inc., Philadelphia. *n sp*

WILDROOT Co. Inc., Buffalo (hair tonic). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sp*

WILL & BAUMER CANDLES Co. Inc., Syracuse, N. Y. (candles). Agency: Badger & Browning & Hersey Inc., N. Y.

WILLARD STORAGE BATTERY Co., Cleveland. Agency: Meldrum & Fewsmith Inc., Cleveland. *sa*

WILLARD TABLET Co., Chicago (proprietary). Agency: First United Broadcasters Inc., Chicago. *sp sa t*

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving soap & toilet prep.). Agency: Ralph H. Jones Co., Hartford, Conn.

WILLIAMS & CARLETON Co., E. Hartford, Conn. (root beer extract). Agency: Wm. B. Remington Co. Inc., Springfield, Mass. *sa*

WILLIAMS OIL-O-MATIC HEATING Corp., Bloomington, Ill. (oil heaters). Agency: Roche, Williams & Cunnyngham, Chicago. *sa*

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars). Agency: John H. Dunham Co., Chicago.

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
4404 Stuart Bldg., Seattle, Washington
619 Charles Bldg., Denver

KFEL - KVOD
—DENVER—
Audience Appeal?
YES! Ask Gene's Mother

Maryland's Pioneer Broadcast Station

WFBR

NBC BASIC RED NETWORK
1270 KILOCYCLES

Represented Nationally by
EDWARD PETRY CO.
New York • Chicago • Detroit • San Francisco

Said Napoleon at Waterloo—
"SURVEYS" SHOW
THIS *can't* BE TRUE!—BUT

"NAP" took a terrible lacing that day—he didn't take into consideration Wellington and several other "Headliners". "Big Names" still count in Radio—and that's why WFBR leads in the Baltimore Area. Smart Radio buyers know that listeners follow programs and WFBR has them—Vallee—Bernie—Show Boat—Whiteman—Al Jolson—Wayne King—Ray Noble—Fred Allen—Joe Cook—Ma Perkins—WFBR News Service—and after July 15—Amos 'n' Andy.

WFBL

Whether You Use
Columbia *
Live Talent **
Transcriptions †
Announcements

You Can Be Sure of Quality Transmission, 100% cooperation from our organization, and an assured audience with WFBL on your schedule.

* Member of basic CBS Network since 1927.

** Tune in CBS Thursdays and Saturdays 1 P. M., (EDST)

† World Program Service available.

SYRACUSE, NEW YORK

Radio Advertisers & Agencies (Cont'd) . .

WILLYS-OVERLAND Co. Inc., Toledo (motor cars). Agency: Gottschaldt-Humphrey Inc., Atlanta.

WILSHIRE OIL Co., Los Angeles. *sp t*

WILSON LINES, Baltimore (steamship travel). *t*

WILSON & Co. Inc., Chicago (meat products). Agency: Carroll Dean Murphy Inc., Chicago.

WILSON OIL Co., New Orleans (cooking oil). *n*

WINE TRADING Co., Los Angeles. *sp*

JOHN WINTER & Co. Inc., Red Lion, Pa. (cigars). Agency: Foltz-Wessinger Inc., Lancaster, Pa.

WIPE-ON Corp., Brooklyn (lacquer). Agency: E. M. Freystadt Associates Inc., N. Y. *sp*

WISCONSIN POWER & LIGHT Co., Madison, Wis. Agency: Klau-Van Pietersom-Dunlap Associates Inc., Milwaukee. *sp*

WOJTASINSKI DRUG Co., Boston (Katro-Lek). Agency: Chambers & Wiswell Inc., Boston. *rn*

WOLVERINE-EMPIRE REFINING Co., Oil City, Pa. (Wolf's Head oil). *sp*

WONDER ORANGE Co., Chicago (beverage). Agency: Ruthrauff & Ryan Inc., Chicago.

GAR WOOD INDUSTRIES Inc., Detroit (industrial equipment). Agencies: Grace & Bement Inc., Detroit (air conditioning); Witte & Burden, Detroit.

JOHN H. WOODBURY Co., Cincinnati (soap). Agency: Lennen & Mitchell Inc., N. Y. *n*

WORCESTER SALT Co., New York (Iodized table salt). Agencies: Charles W. Hoyt Co. Inc., N. Y.; Fuller & Smith & Ross Inc., N. Y. *n*

WRIGLEY PHARMACEUTICAL Co., Atlantic City, N. J. (Spearmint toothpaste). Agency: Jerome B. Gray & Co., Philadelphia. *n t*

WM. WRIGLEY Jr. Co., Chicago (chewing gum). Agencies: Neisser-Meyerhoff Inc., Chicago; Francis Hooper Adv. Agency, Chicago. *n*

ALLEN D. WRISLEY DISTRIBUTING Co., Chicago (Oliv-o-lio). Agency: Behel & Waldie, Chicago. *sp*

RUDOLPH WURLITZER Co., Cincinnati (musical instruments). Agency: Keelor & Stites Co., Cincinnati. *sa*

WYETH CHEMICAL Co., New York (Jad Salts, Bi-So-Dol). Agencies: John F. Murray Adv. Agency Inc., N. Y.; Blackett-Sample-Hummert Inc., Chicago. *n*

Y

YAKIMA PEACH GROWERS COUNCIL, Yakima, Wash. Agency: The Izzard Co., Seattle.

YEAST-CAPS Inc., Chicago. *sp*

YEASTIES PRODUCTS Corp., Irwin, Pa. (cereal). Agency: Hanff-Metzger Inc., N. Y. *rn sp*

YEAST-VITE Inc., Ningara Falls, N. Y. (yeast tablets). Agency: Atherton & Currier Inc., N. Y. *sa*

W. F. YOUNG Inc., Springfield, Mass. (Absorbine, Jr.). Agency: Erwin, Wasey & Co. Inc., N. Y. *sp*

YOUNG PEOPLES CHURCH OF THE AIR, Philadelphia. *rn*

Z

ZEM-ZEM Corp., New York (shampoo, cough remedy). Agency: Street & Finney Inc., N. Y. *t*

ZERBST PHARMACAL Co., St. Joseph, Mo. (capsules). Agency: Ruthrauff & Ryan Inc., Chicago. *sa*

ZINSMASTER BAKING Co., Minneapolis (bread). Agency: Campbell-Mithun Inc., Minneapolis.

ZONITE PRODUCTS Corp., New York (Zonite, Forhans toothpaste). Agency: McCann-Erickson Inc., N. Y.

ZORO Co., Chicago (Zorex moth cakes). Agency: Ankrum Adv. Agency, Chicago.

THE FRENCH auto manufacturer Renault is using advertising tie-ins in the Swiss press for the commercial programs he carries on French broadcasting stations, to which the Swiss listen frequently.

NORTHWEST UTILITY BIG USER OF RADIO

PUGET SOUND POWER AND LIGHT Co. utilizes radio for publicity and educational broadcasts over KOMO, Seattle, each Monday and Wednesday at 12:30 noon. The programs are arranged and presented by the company's agricultural engineering department with frequent cooperation from faculty members of Washington State College and Western Washington Experimental Station, Puyallup, as well as county agricultural agents, officers of the state agricultural department, and many successful growers and agricultural leaders, practical farmers and horticulturists.

Among the subjects discussed by agricultural experts on these programs are: "Dairy Pasture Improvement and the Cost of Producing Butter Fat", "Latest Methods of Scientific and Practical Land Clearings as Applied to Western Washington", "The Holly Industry", "Production Vitamin D Milk", "Rhubarb Growing and Marketing", "Raising Wild Birds on the Farm", "Causes of Fatalities Among Chicks", "Problems in the Business End of the Poultry Industry" and many others.

The programs have been broadcast for three years and have proved of interest throughout the farming districts, as evidenced by the many inquiries and suggestions received by the company's agricultural department. In addition the company gives the produce market quotations every weekday morning at 7:30 o'clock from KJR.

DOES THE RADIO AUDIENCE WANT NEWS BROADCASTS?

We'll Say It Does!

— THAT'S WHY —

WSPD

NOW BROADCASTS THE FULL NEWS SERVICE

— of the —

UNITED PRESS

Since June 3rd, WSPD has handled seven 5-minute news broadcasts across the boards daily, between 8 A. M. and 10:30 P. M. Three of these spots have been sold commercially, and four are still open for sponsorship.

Represented By:
John K. Kettlewell
919 N. Michigan Ave.
Chicago, Illinois

Joseph H. McGillvra
485 Madison Avenue
New York, N. Y.

WSPD

On the Basic Columbia Network

Address—
Commodore Perry Hotel
TOLEDO, OHIO

WISCONSIN Farm Income Up $100,000,000

The price index on Wisconsin farm products is now 107 per cent of the 1910-1914 average. This means an INCREASE of $100,000,000 in Wisconsin farmers' income this year over last—and that should buy a lot of what you sell!

WTMJ
Milwaukee Journal Station
EDWARD PETRY & CO., Inc.

Cover Michigan with THE MICHIGAN RADIO NETWORK *. . . a network without a loophole!*

WXYZ KEY STATION DETROIT
WBCM BAY CITY
WFDF FLINT
WJIM LANSING
WIBM JACKSON
WELL BATTLE CREEK
WKZO KALAMAZOO
WOOD • WASH GRAND RAPIDS

Member Mutual Broadcasting System

Do your plans call for a concentrated attack on the Michigan Market? Then remember—Michigan is *not* Detroit alone. There are 7 more principal cities. Cover all eight, and you cover Michigan. The Michigan Radio Network has no loopholes. Eight stations to get listeners — a splendid MERCHANDISING SERVICE at no extra cost to get distributors. Write or wire for details.

KUNSKY - TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
DETROIT, MICHIGAN
WM. G. RAMBEAU CO., *Representatives*
HOME OFFICES: TRIBUNE TOWER, CHICAGO, ILLINOIS
EASTERN OFFICE: 507 Chanin Building, 122 E. 42nd St., Earle Bachman, Manager
WESTERN OFFICE: Russ Building, San Francisco, Cal. Douglas A. Nowell, Manager.

RATES:
$200 per quarter hr., evenings
$125 per quarter hr., daytime

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBAL, Baltimore

Emerson Drug Co., Baltimore (Bromo-Seltzer), 2 weekly *t*, thru J. Walter Thompson Co., N. Y.
General Electric Co., Cleveland (refrigerators), 5 weekly *sa*, thru Maxon Inc., Detroit.
General Mills Corp., Minneapolis (Wheaties), 2 daily *sp*, thru Blackett-Sample-Hummert Inc., Chicago.
Griffin Mfg. Co., Brooklyn (shoe polish), 2 daily *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
C. H. McAleer Co., Detroit (auto polish), 7 weekly *sa*, thru Maxon Inc., Detroit.
Procter & Gamble Co., Cincinnati (Ivory soap), *sp*, *sa*, thru Blackman Adv. Inc., N. Y.
Bedford Springs Hotel, Bedford, Pa., 3 weekly *sa*, thru Henry J. Kaufman, Washington.

WOR, Newark

Lee & Schiffer Inc., New York (Rolls razor), weekly *sp*, thru Kimball, Hubbard & Powel Inc., N. Y.
Hartz Mountain Products Inc., New York (bird seed), weekly *sp*, thru Ernest Davids Inc., N. Y.
Dr. Miles Laboratories Inc., Elkhart, Ind., 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Chrysler Corp., Detroit (automobiles), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Gordon Baking Co., Detroit (Silver Cup bread), 2 weekly *sp*, thru Sehl Adv. Agency, Chicago.

WBT, Charlotte, N. C.

Chatham Mfg. Co., Winston-Salem, N. C. (sheets, blankets), 6 weekly *sp*, direct.
Compagnie Parisienne Inc., San Antonio (perfume), 3 weekly *t*, thru Northwest Radio Adv. Co., Seattle.
Dr. Pepper Co., Dallas (Dr. Pepper beverages), 3 weekly *t*, 3 weekly *ta*, thru Tracy-Locke-Dawson Inc., Dallas.
Webster-Eisenlohr Inc., New York (Cinco cigars), 12 weekly *sa*, thru N. W. Ayer & Son Inc., Philadelphia.

WENR, Chicago

Gas Appliance Society of Metropolitan Chicago (gas appliances), 6 *sa*, thru Campbell-Ewald Co. Inc., N. Y.
Denver Convention and Tourist Bureau, Denver (travel information), 8 *sa*, thru Conner Adv. Agency, Denver.
Chicago & North Western Railway Co., Chicago (summer tours), 3 *sp*, thru Caples Co., Chicago.

WMCA, New York

Shawmut Woolen Mills, Stoughton, Mass. (fabrics), 3 daily *sa*, thru Marshalk & Pratt Inc., N. Y.
General Baking Co., New York (Bond bread), 15 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

KWK, St. Louis

Bay State Fishing Co., Boston (40 Fathom fish), 52 *t*, thru Street & Finney Inc., N. Y.
General Mills Inc., Minneapolis (flour, cereals), 122 *t*, thru Blackett-Sample-Hummert Inc., Chicago.

KLPM, Minot, N. D.

Gardner Nursery Co., Osage, Ia. (plants), 39 *t*, thru Northwest Radio Adv. Co. Inc., Seattle.
Compagnie Parisienne Inc., San Antonio (perfume), 13 *ta*, thru Northwest Radio Adv. Co. Inc., Seattle.
Western Association of Railway Executives, Chicago, 26 *ta*, thru Reinecke-Ellis-Younggreen & Finn Inc., Chicago.
Chevrolet Motor Co., Detroit (autos), 39 *t*, thru Campbell-Ewald Co. Inc., Detroit.
Socony-Vacuum Corp., Kansas City (oil products), 26 *t*, direct.
Bost Tooth Paste Corp., New York, 30 *sp*, thru Erwin, Wasey & Co. Inc., N. Y.

KGO, San Francisco

Gas Appliance Society of California, San Francisco, 3 weekly *sp*, thru Jean Scott Frickelton, San Francisco.
Crazy Water Crystals Co., San Francisco (mineral crystals), 3 weekly *sp*, thru Rob Roberts & Associates, San Francisco.
Dr. W. J. Ross Co., Los Alamitos, Cal. (dog and cat foods), 6 weekly *sp*, thru Dan B. Miner Co., Los Angeles.

WGN, Chicago

Henri, Hurst & McDonald Inc., Chicago (advertising agency), 13 *sp*, thru Henri, Hurst & McDonald Inc.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes), 5 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.

WCKY, Covington, Ky.

Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 39 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Euclid Crystalac Co., Cincinnati (auto polish), 100 *sa*, direct.

WGAR, Cleveland

Johns-Manville Corp., New York (asbestos products), weekly *t*, thru J. Walter Thompson Co., N. Y.

KHJ, Los Angeles

Colgate-Palmolive-Peet Co., Jersey City (soap), 2 weekly *t*, thru Benton & Bowles Inc., N. Y.

KDKA, Pittsburgh

Hartz Mountain Products Inc., New York (bird food), 2 weekly *sp*, thru Ernest Davids Inc., N. Y.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Clark Bros. Chewing Gum Co., Pittsburgh (Teaberry gum), 6 weekly *ta*, thru Edward M. Power Co. Inc., Pittsburgh.
Chr. Hansen's Leboratory, Little Falls, N. Y. (Junket), 3 weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Chrysler Sales Corp., Detroit (Dodge autos), 6 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Gold Dust Corp., New York (Silver Dust), 12 weekly *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

KFI, Los Angeles

Emerson Drug Co., Baltimore (Bromo-Seltzer), 52 *sa*, thru J. Walter Thompson Co., N. Y.
Ford Motor Co., Long Beach, 8 *sa*, thru McCann-Erickson Inc., Los Angeles.
General Electric Co., Cleveland (refrigerators), 5 weekly *sa*, thru Maxon Inc., Detroit.
Rice-Stix Dry Goods Co., St. Louis (polo shirts), 3 weekly *ta*, thru Gardner Adv. Co., St. Louis.
United Drug Co., Boston (Rexall), 5 *t*, thru Street & Finney Inc., N. Y.

WJZ, New York

New York Eskimo Pie Corp., Brooklyn (confection), 3 weekly *sp*, thru J. L. Arnold Co. Inc., N. Y.
Waitt & Bond Inc., Newark (Blackstone cigars), 2 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Vermont Publicity Service, Montpelier, Vt., weekly *sp*, thru Hays Adv. Agency, Burlington, Vt.

KYA, San Francisco

Marin Dairymen's Milk Co. Ltd., San Francisco (Marin-Dell milk), weekly *sp*, thru J. J. Tissier Adv. Agency, San Francisco.
Dr. Corley's So-Kleen Tooth Powder Co., San Francisco (tooth powder), weekly *sp*, thru Kelso Norman Organization, San Francisco.

"Now we're tuning to the program of the Campbell Funeral Church."

Courtesy of the New Yorker

KFSO, San Francisco

Aetna Casualty and Surety Co., and Aetna Life Insurance Co., Hartford, Conn. (insurance), 2 weekly *t*, direct.
Agua Caliente Hotel, Agua Caliente, Mexico (hotel), 78 *ta*, thru Barnes-Chase Co., San Diego.
Bower's Health Labs, Los Angeles (Nomalettes), 3 weekly *t*, thru Logan & Stebbins, Los Angeles.
Julian & Kokenge, Columbus, O. (Foot-Saver shoes), 78 *ta*, placed direct.
Ezy-2-Tan Co., Los Angeles (Ezy-2-Tan Sunburn Cream), 50 *sa*, thru Emil Brisacher & Staff, Los Angeles.
Los Angeles Soap Co., Los Angeles (soap products), 78 *sa*, thru Barnes-Chase Co., Los Angeles.

KOMO-KJR, Seattle

California Brewing Ass'n., San Francisco (Acme beer), 3 weekly *sa*, thru Emil Brisacher & Staff, San Francisco.
Chrysler Sales Corp., Detroit (Dodge autos), 5 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Western Ass'n of Railway Executives, Chicago, 26 *ta*, thru Reinecke-Ellis-Younggreen & Finn Inc., Chicago.
Pacific Steamship Lines, San Francisco 12 *sa*, thru H. J. Ryan & Associates, Seattle.
Pacific Telephone & Telegraph Co., Seattle, 12 *sa*, direct.

KDYL, Salt Lake City

Colgate-Palmolive-Peet Co., Jersey City (Crystal White soap), 2 weekly *t*, thru Benton & Bowles Inc., N. Y.
Chevrolet Motor Co., Detroit, 3 weekly *t*, thru Campbell-Ewald Inc., Detroit.
Union Pacific Stages, Omaha, weekly *sp*, thru Ernest Bader & Co., Omaha.

WMAQ, Chicago

Simoniz Co., Chicago (auto polish), 52 *sp*, thru J. L. Sugden Adv. Co., Chicago.
Commander-Larabee Corp., Minneapolis (Airy-Fairy cake flour), 7 *sp*, thru Hays MacFarland & Co., Chicago.
Gas Appliance Society of Metropolitan Chicago (gas appliances), 6 *sa*, thru Campbell-Ewald Co. Inc., N. Y.
E. R. Wagner Mfg. Co., Milwaukee (carpet sweepers), 6 *sa*, thru Cramer-Krasselt Co., Milwaukee.

KPO, San Francisco

Beatty Stevens Co., San Francisco (Calodine mineral food), 2 weekly *sp*, thru Fred W. Rea Adv. Agency, San Francisco.
Elmo Sales Corp., San Francisco (cosmetics), 2 weekly *sp*, direct.
China Rice Importing Co., San Francisco (rice), weekly *sp*, thru Hixson-O'Donnell Inc., San Francisco.

KNX, Los Angeles

Technical Laboratories, Los Angeles (Aeratone remedy), weekly *t*, direct.
Gardner Nursery Co., Osage, Ia. (plants), 2 *sp*, thru Northwest Radio Adv. Co., Seattle.

WTOC, Savannah, Ga.

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.

Chevrolet to Extend

EXTENSION of the Chevrolet Motor Co. WBS transcription series, originally scheduled for 13 weeks with three programs weekly, over more than 300 stations for another 13-week run is likely, it was learned June 26. It is understood that Chevrolet sales agencies in five of the nine trade zones already have assented to the extension. The campaign will be extended in those trade zones which agree. The account is handled by Campbell-Ewald Co. Inc., Detroit.

NETWORK ACCOUNTS

All times EDST unless otherwise specified))

GENERAL MILLS Inc., Minneapolis (Gold Medal flour) on June 5 renewed *Betty Crocker* on Don Lee-CBS network, Wednesdays and Fridays, 9:45-10 a. m. (PST). Agency: Westco Adv. Co., San Francisco.

GENERAL MILLS Inc., San Francisco (Sperry Flour division) on June 27 started in *Happy-Go-Lucky Hour* on Don Lee-CBS network, Thursdays, 2:30-2:45 p. m. (PST). Agency: Westco Adv. Co., San Francisco.

SPERRY FLOUR Co., San Francisco (Drifted Snow flour) on June 28 renewed in *Feminine Fancies* on Don Lee-CBS network, Fridays, 3:20-3:30 p. m. (PST). Agency: Westco Adv. Co., San Francisco.

BOURJOIS SALES Corp., New York (cosmetics) on Aug. 19 starts *Evening in Paris* on 18 NBC-WJZ stations, Mondays, 8:30-9 p. m. Agency: Lord & Thomas, N. Y.

DR. MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer) on Oct. 5 renews program on 42 NBC-WJZ stations, Saturdays, 9:30-10:30 p. m., 11-12 p. m. Agency: Wade Adv. Agency, Chicago.

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana) on July 3 renews *Town Hall Tonight* on 20 NBC-WEAF stations, Wednesday, 9-10 p. m. Agency: Benton & Bowles, N. Y.

PILLSBURY FLOUR MILLS Co., Minneapolis, on June 5 renewed *Cooking Close-Ups* on 16 CBS stations, Wed., Fri., 11-11:15 a. m. Agency: Hutchinson Adv. Co., Minneapolis.

PILLSBURY FLOUR MILLS Co., Minneapolis, on June 3 renewed *Today's Children* on 29 NBC-WJZ stations, Mon. thru Fri., 10-30-10:45 a. m. Agency: Hutchinson Adv. Co. Minneapolis.

GENERAL FOODS Corp., New York (Maxwell House coffee) on July 4 renews *Capt. Henry's Showboat* on 60 NBC-WEAF stations, Thursdays, 9-10 p. m. Agency: Benton & Bowles Inc., N. Y.

NOURISHINE SALES Co., Los Angeles, (hair tonic and shampoo), on June 6 started for 52 weeks, *Paul Martin-Jean Allen* on 2 NBC-KPO stations, Sundays, 3:15-3:30 p. m. (PST). Agency: Hughes & Morton, Los Angeles.

BEATTY-STEVENS Co., San Francisco, (Calodine mineral water) on May 28 started for 52 weeks *Intimate Chats with Mothers* on NBC-KPO, Tues., Fri., 4:45-5 p. m. (PST). Agency: Fred W. Rea, San Francisco.

RICHFIELD OIL Co. of California Los Angeles, on June 9 renewed *News Flashes by Richfield* on NBC-KPO network, daily except Sat., 10-10:15 p. m. (PST). Agency: H. C. Bernsten Agency, Los Angeles.

ELMO SALES Corp., San Francisco (cosmetics), on July starts in *Woman's Magazine of the Air* on NBC-KPO network Wed., Fri., 2:30-2:45 p. m. Agency: Emil Brisacher & Staff, San Francisco.

LEVER BROS. Co., Cambridge, Mass. (Lux soap) on July 29 starts *Lux Radio Theatre* on coast-to-coast CBS network, Mondays, 9-10 p. m. Agency: J. Walter Thompson Co., N. Y.

NOXZEMA CHEMICAL Co., Baltimore (cosmetics) on June 24 started *Rythm Boys* on 4 NBZ-WEAF stations, Mondays, 7:30-7:45 p. m. Agency: Ruthrauff & Ryan Inc., N.Y.

KFEL - KVOD
—DENVER—
Coast-to-Coast Chain?
NO!

WPG Remains With CBS But as Affiliate Station

ATLANTIC CITY'S municipally-owned station, WPG, will be operated by the city government when its lease with CBS expires July 1 but will continue as an affiliated station of the network. CBS will furnish a number of sustaining programs daily and will receive in exchange a stipulated number of free hours each week for commercial programs. This is a standard CBS-station arrangement.

So far as known the WPG staff will remain unchanged. The decision to remain a CBS affiliate was reached after a conference June 24 between city officials and local business men. An offer by a group of New York business men to buy the station outright was rejected along with several proposals for lease and operation. One project was for possible removal of the station to the metropolitan New Jersey area where it could serve New York listeners also. The station had been leased by CBS for the last five years.

Explorer Lost

GEORGE HICKS, NBC announcer, recently conducted an expedition headed by Sir Francis Younghusband, noted English explorer. After an NBC broadcast, Sir Francis, who has explored such out-of-the-way places at Tibet, the Himalayas, Gobi Desert and India, became lost in the Radio City studios and had to ask George to guide him to the street.

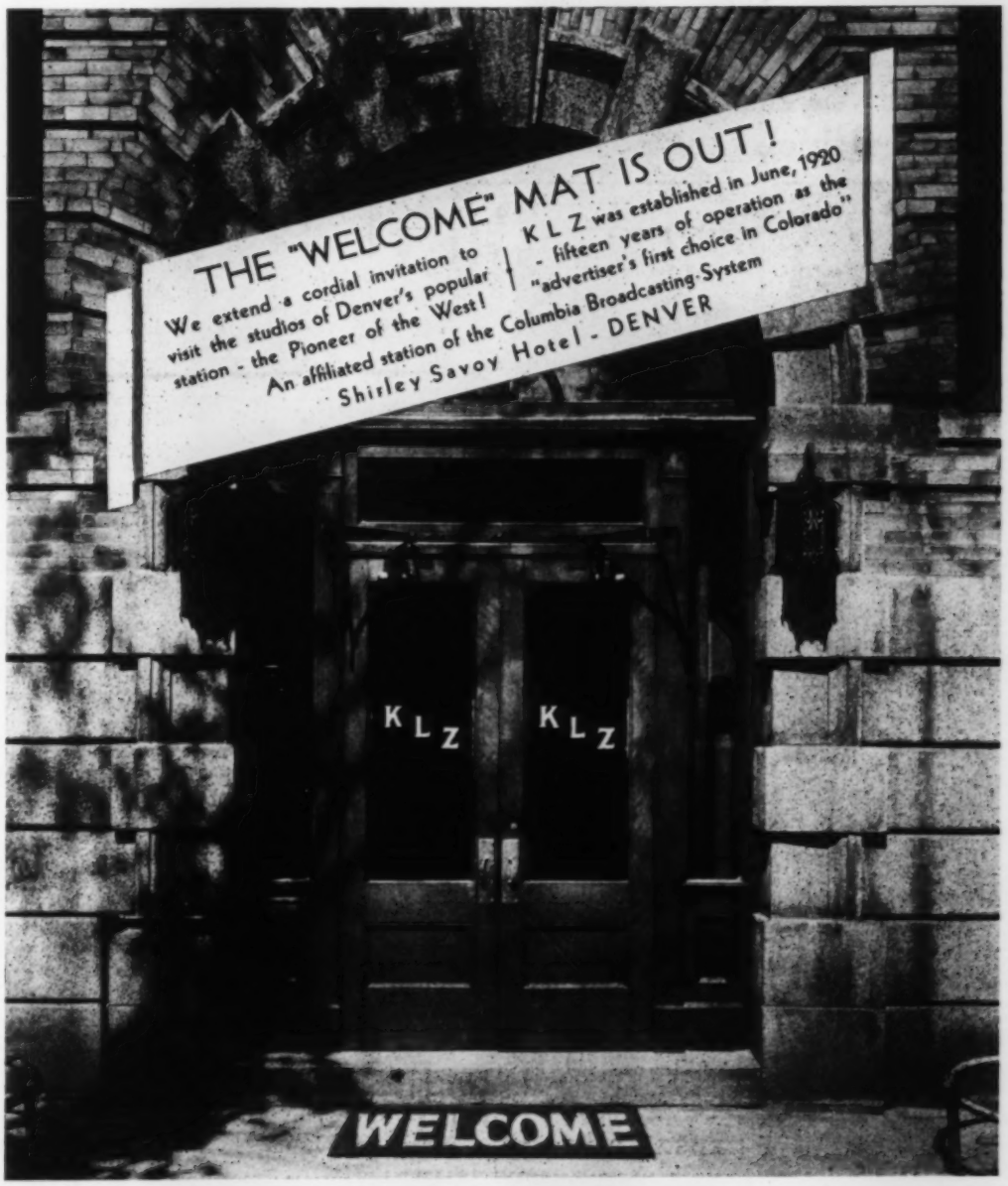
Chicago Time Fight

PETITIONS of WGN, WCFL, WMAQ and WENR, Chicago, to intervene at the hearing on the application of WJJD full time as opposed to its limited time operation on the 1130 kc. clear channel on which KSL is the dominant station, were granted June 25 by the FCC. The stations raised the quota and economic issues in Chicago.

Preston to Iowa Post

WALTER J. PRESTON, commercial manager since last September of WINS, New York, on July 22 will become general manager of the Iowa Broadcasting Co., operating KSO and KRNT, Des Moines, and WMT, Waterloo. He will take the place of Gardner Cowles Jr., who has been supervising the three stations and the Iowa Network into which they are linked but who will devote much of his time to the *Minneapolis Star*, purchased last month by the *Des Moines Register & Tribune*, owned by the Cowles family, which also controls the radio stations. Mr. Preston was formerly director of the old WIBO, Chicago, and later was director of WBBM, Chicago, and Western program director of CBS.

Butte, Montana
Where Silver is mined
KGIR **NBC outlet**


THE "WELCOME" MAT IS OUT!
We extend a cordial invitation to visit the studios of Denver's popular station - the Pioneer of the West!
KLZ was established in June, 1920
- fifteen years of operation as the "advertiser's first choice in Colorado"
An affiliated station of the Columbia Broadcasting System
Shirley Savoy Hotel - DENVER
KLZ
KLZ
WELCOME

NBC Sales Meeting

THE FIRST nationwide sales executives' conference of NBC was held June 24-25 at Westchester Country Club, Rye, N. Y., with 50 executives taking part. At a dinner June 24 Gen. James G. Harbord, chairman of the board, and David Sarnoff, president of RCA, and M. H. Aylesworth, president, and Richard C. Patterson Jr., executive president of NBC, were speakers. Edgar Kobak, vice-president, presided.

WJAY

Cleveland
610 Kilocycles

An Independent Station
with
BIG Coverage
in Ohio

AGENCIES AND REPRESENTATIVES

EDWARD PETRY & Co. Inc., station representatives, announces that effective July 15 it will no longer act as national sales representatives for WDAE, Tampa; KTHS, Hot Springs; KTBS, Shreveport, and WBRC, Birmingham.

J. ROSS HARDY, copy writer and active in radio accounts, for the J. Walter Thompson Co., has been transferred from the Chicago to the San Francisco offices of the agency.

WALTER BIDDICK, in charge of West Coast activities of Free & Sleininger Inc. and president of the Walter Biddick Co., Los Angeles, left late in June for his annual tour of midwest radio stations.

LEON LIVINGSTON AGENCY, Los Angeles and San Francisco, closed its Los Angeles office June 25. Eugene Carman, radio executive in that office, is free lancing.

HOWARD E. WILLIAMS, formerly account executive for the M. E. Harlan Adv. Agency, San Francisco, has opened his own agency at 485 California St. in that city and will handle radio along with other accounts. Winthrop Martin succeeded Williams at the Harlan Agency.

G. VICTOR LOWRIE, director of media in the Chicago office of McCann-Erickson Inc., has been named chairman of the media committee of the Western Council of the AAAA.

FERGASON & ASTON Inc., station representatives has been formed with headquarters at 100 No. LaSalle St., Chicago. E. F. Fergason, formerly with John Blair & Company, and S. M. Aston, formerly with KYW, Chicago, are partners in the enterprise.

MAURICE F. HANSON, formerly account representative for General Foods, has replaced Edgar A. Waite as publicity director of Benton & Bowles Inc., New York. Waite will assist Guy Lemmon on the Gold Dust Corp. account.

R. V. DUNNE, formerly an account executive, has been named manager of the San Francisco office of Campbell-Ewald Co. He succeeds Earl V. Weller, who has joined Bowman-Deute-Cummings Inc., San Francisco.

ARTHUR COOK, formerly with WHK, Cleveland, WXYZ, Detroit, and WSPD, Toledo, and at one time radio editor of the *Cleveland Press*, has been appointed radio director of Richardson-Oswald Inc., Guarantee Title Bldg., Cleveland. The agency formerly was Richardson-Plant Inc.

PAUL HAMILTON BAKER, formerly head of the Paul Hamilton Baker Associates, Minneapolis, radio advertising counsellors and program builders, has joined Knox Reeves Adv. Inc., Minneapolis, in charge of radio.

OSBORNE B. BOND, formerly with Calkins & Holden and later with Edward Petry & Co., New York, is now space buyer for the Joseph Katz Co., Baltimore, having succeeded Jules Daniels, who is now sales manager of WBAL, Baltimore.

DARWIN TEILHET, radio account executive, of N. W. Ayer & Son Inc., San Francisco, has written a new book *Bright Destination*, a romantic adventure story, just off the press. Teilhet is also author of *The Talking Sparrow*, and *Death Flys High*, two popular sellers.

W. VINCENT LEAHY, Advertising, San Francisco, has moved to the Claus Spreckels Bldg., 703 Market St.

BOB COLLIER, who resigned in May from the New York office of Lord & Thomas, is free-lancing in Los Angeles.

NORMAN R. PROUTY, formerly with Benton & Bowles Inc., has joined the New York office of Joseph Hersey McGillvra, station representative.

S. E. ARENDALE, president of Ambassador Radio Service, Panama City firm handling radio advertising, is now in New York making contacts in the interest of export trade. His headquarters are at Conquest Alliance Co., 515 Madison Ave.

KASPER-GORDON STUDIOS Inc., Boston, has appointed Frank Wright & Associates, San Francisco, as upper California representatives for *Minute-Dramas* and other programs.

NEISSER-MEYERHOFF Inc., has moved its Los Angeles office to 610 S. Main St., with Frank Cheeseman as general manager.

RADIO ADVERTISERS

MICHIGAN STATE FAIR is planning to use radio among other media to promote the anual exhibition and has placed its account with Bass-Luckoff Inc., Detroit.

McKESSON-WESTERN Wholesale Drug Co., Los Angeles (Currier's tablets) has placed the account with Hixson-O'Donnel Inc., Los Angeles. The sponsor, a big user of radio, plans to use independent stations in 11 Western states and later move eastward a state at a time.

GENERAL FOODS Corp., New York, is featuring a new package of Jello ice cream powder in radio and point-of-sale promotion. Young & Rubicam Inc., New York, is the agency.

FADA RADIO & ELECTRIC Co., Long Island City, is advertising through Kelly, Nason & Roosevelt Inc., New York.

I. MILLER & SONS, Long Island City (shoes, hose) is now advertising through Diener & Dorskind, New York.

BURBANK Corp., Burbank, Cal., (vegetable concentrates) radio user, now is placing its advertising direct.

COWARD SHOE Inc., New York, is advertising through Blaker Adv. Agency, New York.

HUPP MOTOR CAR Corp., Detroit, has placed its account with Stack-Goble Adv. Agency, Chicago.

DICTOGRAPH PRODUCTS Co., New York, has appointed Schwab & Beatty Inc., New York, to handle its Acousticon account.

DRI BRITE Inc., St. Louis, (self-polishing wax) is planning a campaign to include radio and has placed the account with Ruthrauff & Ryan Inc., New York.

JEAN Inc., Newark (gingerbread mix, etc.), planning a campaign including radio, will advertise through W. I. Tracy Inc., N. Y.

OSHKOSH BREWING Co., Oshkosh, Wis. (Chief Oshkosh beer) is placing its advertising, including radio, through Neisser-Meyerhoff Inc., Milwaukee.

SCHENLEY PRODUCTS Co., New York (liquor) has placed its radio account with William H. Ranking Co., New York.

LEHN & FINK PRODUCTS Co., New York (cosmetics, etc.) has placed its Hinds Honey and Almond Cream account with Kenyon & Eckhardt Inc., N. Y.

KENDALL MFG. Co., Providence, R. I. (Soapine) is using radio advertising in an intensive New England campaign.

GEORGE W. VOS, advertising manager of Texas Co., New York (oil products) has been named special representative to handle the company's radio promotion. He has been succeeded by Raymond Brown.

LANGENDORF United Bakeries, San Francisco, has appointed three San Francisco advertising agencies to handle the accounts of its three competing brands. Emil Brisacher & Staff is in charge of the Old Homestead account; McCann-Erickson Inc., the Langendorf brand campaign, and Leon Livingston Adv. Agency the California brand.

WJR Gets 50 KW.

AN INCREASE in power from 10,000 to 50,000 watts for WJR, Detroit, was authorized June 25 by the FCC Broadcast Division. On the 750 kc. clear channel, the station shifts from NBC to CBS in September. The application had been held in abeyance by the FCC for a fortnight due to a program complaint, which since has been rescinded.

LET'S SETTLE THE DUST!

Consider Our Fair Invitation

● **KMBC** offers to pay for your listener study if **KMBC** does not have the largest audience in this market on peroids recommended by it on a program proposal.

KMBC
KANSAS CITY
FREE AND SLEININGER, INC., NATIONAL REPRESENTATIVES

WIL THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.

BIG STORE RENEWS

Hayden Bros., Omaha, Obtains Good Results From Radio

RADIO promotion turned upward the sales curve of Hayden Bros., big Omaha department store, and the recent campaign was so successful that the store has renewed for another six-month series of daily half-hour programs on WOW; of that city. The Hayden *Mid-day Review* was conceived by John H. Chapel, of Russian royal lineage.

A feature of the Hayden series is the quarterly cooking school, with Chapel as master of ceremonies and Prudence Penny and other culinary experts directing the kitchen routine. Visiting movie and stage talent appear on the daily show.

Paxton & Gallagher Wholesale Grocers staged a cooking school in connection with a similar program, with Chapel as master of ceremonies, and drew 32,000 in a four-day session. The concern is planning a larger school in autumn.

In a *Kitchen Karnival Week* staged by Hayden Bros., more than 50,000 attended, radio receiving the credit for the success of the event. The *Hayden Food Fair* also drew capacity crowds for six days, grossing $22,000 for the store's meat and grocery department.

NRA Code Is Denounced By Radio Manufacturers

BITTER arraignment of NRA and the operations of the electrical code, which had imposed a 36-hour week on the radio manufacturing industry, featured the business discussions at the annual convention in Chicago last month of the Radio Manufacturers Association. Increased funds for national sales promotion were voted by the RMA directors, with Powel Crosley continuing to head the trade promotion committee.

Leslie F. Muter, Chicago, was re-elected president, together with Fred D. Williams, Philadelphia, treasurer; Bond Geddes, Washington, executive vice president and general manager, and John W. Van Allen, Buffalo, general counsel. Dr. W. R. G. Baker, RCA Victor Co., Camden, N. J., was named chairman of the engineering committee, and Paul B. Klugh, Zenith Radio Corp., Chicago, was named head of the legislative committee.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

American Tobacco Co., New York (Herbert Tareyton cigarettes)
Blackstone Products Co., New York (Tasty-Lax)
Duffy-Mott Co., Inc., New York (prune juice)
J. C. Eno, Ltd., New York (Eno salts)
Fawcett Publications, Minneapolis (magazines)
National Dairy Products Corp., New York
Oakland Chemical Co., New York (Dioxogen cream)
Southern Dairies, Inc., Washington, D. C. (ice cream)
Steelcote Mfg. Co., St. Louis (paint)
Western Railways, Chicago
Wheeling Corrugating Co., Wheeling, West Va. (wire fencing)
Wilson & Co., Chicago (dog food and meats)

ALMOST half of the commercial stations are now equipped to handle its exclusive vertical-cut transcriptions, reports WBS, which has just completed a survey showing that out of 566 stations, 228 can handle all types of transcriptions. Of 330 outlets having a power of more than 100 watts, 197 (60%) are vertically equipped. The vertical-cut process was developed by Bell engineers and discs are produced exclusively by WBS.

NORTHWEST Radio Advertising Co., Seattle, has signed with Titan Productions, San Francisco, to do 104 5-minute transcriptions for the Geppert Studio, Des Moines (photo enlarging); Gardner Nursery Co., Osage, Ia. (nursery products) and Nu-Power Co., Los Angeles (auto carbon cleanser). Transcriptions will be distributed to 100 stations.

A SERIAL story of government G-Men, *White Eagles*, started production of 39 quarter-hour transcriptions in June. The script was written by Virginia Barbara and Gene Alfred who also act as the producers. Gus Ingalls directs, with technical work done at Radio Release Ltd., Los Angeles.

HOLLYWOOD Radio Attractions, transcription program producers, who have done custom work the past year, in July will open an office in Hollywood for a general business. Irving Fogel, vice president of the Congoin Co., will head its activities, but will also retain his Congoin position.

RADIO TRANSCRIPTION Representatives, Seattle, has been appointed northwest distributors for National Radio Adv. Agency, Hollywood transcription producers.

TITAN PRODUCTIONS, Inc., San Francisco transcription producers, has recorded a 26-episode hillbilly series, *Vagabonds of the Prairies*, for the National Transcription Co., San Francisco. The series is being sold to various stations for sustaining spots. Titan Productions has also cut a quarter hour, 26-program musical series, *Dixie Memories*, featuring Sam Moore in plantation songs, for the Monogram Transcription Co., San Francisco, and has started cutting a 15-minute script series of 52 episodes, *My Kingdom Come*, for the same organization. Fifty-two quarter-hour programs, *Exercise and Applesauce*, featuring Capt. Dobbsie in morning exercises and philosophy, are also being cut by Titan Productions for the Dobbsy Town Transcription Co., San Francisco.

A NEW series of quarter-hour discs *Song Stories* will be produced in July by Harry A. Earnshaw Radio Productions, Hollywood.

DAMEL D. SEITZ will return to Shanghai, China, in July with a supply of transcriptions for sale to stations in the Orient. His American headquarters are 1516 No. Normandie Ave., Hollywood.

WFAA, Dallas and WOAI, San Antonio, have subscribed to WBS library service.

JOSEPH A. HENNESSEY, formerly representing Los Angeles transcription firms in the Midwest, has returned to Los Angeles and is doing special sales work for KGER and other locals.

STANDARD RADIO ADVERTISING Co., Hollywood, has added the following subscribers to its Standard Program Library: WFIL, Philadelphia; WJSV, Washington; WIXBS, Waterbury, Conn.

A PLAY *The Sweetest Little Guy*, satirizing radio, written by Aaron Stein, radio editor of the *New York Post*, is slated for autumn production in New York.

South African Visitor

HARRY L. ADLER, general manager of the South African Broadcasting Co., Johannesburg, is now on a tour of the principal broadcasting centers of the United States to study American radio methods. During the latter part of June he visited the Chicago studios of NBC and the 500,000-watt transmitter of WLW, Cincinnati.

THE *True Story* program sponsored over the last eight years by MacFadden Publications Inc., New York, will remain on CBS during the summer. According to E. Lewis special representative for MacFadden Publications, the program is open for outside sponsorship in the same manner that *March of Time* was sponsored by Remington Rand.

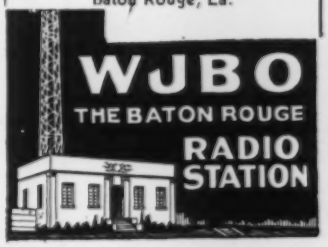
Day in and day out WJBO is producing results for national and local advertisers.

WJBO merits and invites your investigation.

For rates write

WJBO

Baton Rouge, La.



WWNC ~ ASHEVILLE, N. C.

Full Time NBC Affiliate *1,000 Watts* *570 Kilocycles*

Sole Radio Coverage of Southeast's Quality Market!

WWNC is the only station in Western North Carolina—"The State Within A State"—the rich resort-industrial area of which Asheville is the center and trade capital.

In Asheville 91% of the homes have radio reception . . . and in WWNC's listening area, the percentage of radio-equipped farm homes is the highest in the Southeast. A quality market of proved results. Investigate!

FURGASON & ASTON, 100 LaSalle St., Chicago, Representatives

"WHN—a radio station that is really going places."
Mark Hellinger—N. Y. Mirror

Buy **WHN**
NEW YORK

The Most Talked About Station in New York!

Ask Us About These "Pre-Tested" Programs!

Ed Lowry's Broadway Melodies. Fast-moving variety show by a master showman, presenting the current vaudeville and radio hits of the week. Outstanding radio entertainment.
Monday 8:00-9:00 P. M.

Donald Novis and Orchestra. WHN presents radio's best-loved tenor together with an orchestral accompaniment, at a price which should interest every advertiser looking for a real "buy". Donald Novis can help you sell merchandise in New York. We advise that you take quick action.
Monday, Wednesday, Friday, 9:00-9:15 P. M.

Undercurrent of the News. New York's own news broadcast by Bryce Oliver, feature writer and "inside news" man *par excellence. Everybody* likes it!
15 minutes nightly, except Sunday.

Sophie Tucker's Music Hall. The beloved Sophie in person as mistress of ceremonies, presenting headliners of stage and radio. A grand show by a grand personality.
Friday 7:30-8:00 P. M.

Professor Herman and Swiftie. Presenting Herman Timberg, nationally renowned vaudeville comedian in a side-splitting comedy series in which his young lady stooge "Swiftie" creates an entirely new type of radio personality.
Monday, 10:00-10:15 P.M.

Itty-Bitty Kiddy Hour. Slam-bang, uproarious comedy featuring Ward Wilson and Perry Charles in a dizzy burlesque of radio programs. New York is "nuts" about it!
Sunday 7:30-8:00 P. M.

WHN

LOEW'S STATE THEATRE BLDG., BROADWAY AND 45TH ST.
NEW YORK
1010 Kc. 1000 Watts

CONGRESS
is in session

This interesting assembly has attracted thousands of people to Washington . . . Society, too, has taken on vivid color as guest lists read like a World's "Who's Who". You will enjoy Washington.

Stop at this distinctive hotel. Quiet exclusiveness, downtown location, facing Lafayette Park.

The
HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

PROGRAM NOTES

PHILCO RADIO & TELEVISION Co., Pacific Coast Division, San Francisco, is sponsoring a different type of program on KGGC, San Francisco, which deals with short wave DX tips and information. The program, broadcast Saturday nights with John Clark as commentator, in addition to giving a complete list of stations to be received locally over the weekend and high spots of the rest of the week, also features a rebroadcast of different foreign stations by means of recordings that have been made by KGGC during the preceeding week.

NETWORK programs that are not heard in the country of origin are going on the air shortly from Washington and London. CBS has arranged with the BBC to relay to the United States a series of *Transatlantic Bulletins* similar to those broadcast last spring, while on successive Wednesdays, starting July 3, Raymond Swing, of *The Nation*, will speak to the British audience from Washington.

WILLIS COOPER, NBC central division continuity editor, has written a new radio serial titled *Flying Time*, which was inaugurated June 24 on an NBC-WEAF network and is being broadcast Mondays through Thursdays. In preparing the quarter-hour scripts, Cooper had the technical assistance of Jules Herbuveaux, member of the NBC Chicago production staff and an expert aviator.

KSFO, San Francisco, has introduced a new idea in amateur programs. Instead of the customary amateur talent, KSFO on Thursday evenings, from 7:15 to 7:45, introduces amateur song writers and composers who present their efforts to the air audience.

DON'S BIG, BUT—He found his match, in size, did Don McNeill, NBC announcer, when he met up with Primo Carnera, former heavyweight boxing champion. Don is six feet two, but Primo still looks down on him in this photo, taken at Hot Springs, Ark.

WFAA, Dallas, will start July 7 a series of ten half-hour amateur programs from a Dallas theatre in conjunction with some 200 Chevrolet dealers. The major prize will be an all-expense trip to Hollywood, a two-day stay at the San Diego Exposition, and an audition over KFI, Los Angeles. A huge merchandising and publicity program is being staged. Auditions are being held in each of the Chevrolet districts in the Dallas zone and winners are picked for the radio series. The final program will be staged Sept. 8.

REPORTERS of KOIL, Omaha, covered the entire city during the street car riots and phoned in frequent bulletins, which were broadcast as soon as received.

WMCA, New York, and the Inter-City Group on June 20 started a weekly feature from Washington called *Legislative Highlights*, with current topics being discussed by members of Congress and government officials.

KDYL, Salt Lake City, has changed the title of its weekly Washington feature to *Utah Statesmen in Washington*, since the addition of radio letters from Representatives Robinson and Murdock. Senators King and Thomas have been voicing their opinions for some time to their constituents in weekly letters to KDYL, the program formerly having been entitled *Utah Senators in Washington*.

WHAT started out as a friendly gesture by WSM, Nashville, to neighboring towns has developed into a new kind of amateur program, with the competition being between towns instead of individuals. Mayors are cooperating to help their towns make good showings.

ARCHITECTS, building supply houses and paint companies are jointly sponsoring *House of Dreams* over WIS, Columbia, S. C. Cash prizes are offered for plans of houses.

OWNED by the *Dallas News*, WFAA on May 27 inaugurated a news broadcasting service comprising three quarter hours daily, buying the complete United Press reports. All of the periods were made available for sponsorship with rates based on the full 15 minutes, 5 minutes and 100-word participations.

WIBW, Topeka, broadcast repeated warnings of the recent floods in the Kaw Valley of Kansas under direction of Don Searle, general manager, and kept the public informed of flood developments when the river overflowed. Mobilization orders for the National Guard were broadcast and requests for missing persons handled. Microphones were placed at key points and at the height of the flood the station was on the air all night.

BALBOA BREWING Co., Los Angeles, on June 10 launched an extended series on KEHE, Los Angeles, five nights weekly. Chet Crank Inc. handles the account. The program is a variety show direct from the auditorium at the brewery and via remote to the station. A public address system takes the program to the grounds and gardens with free beer dispensed to the audience. Twelve bottle caps from Balboa beer give admittance to the program.

KDYL, Salt Lake City claims to have scooped everyone in announcing the arrest of the Weyerhaeuser kidnapers and the following day keyed a program to NBC carrying voices of those who made the actual capture of Mrs. Margaret Waley. Continuity for the network program was still being typed as the feature went on the air.

THREE all-expense trips on the Ohio river were given by WHIO, Dayton, in a contest concluded June 18. Entrants wrote an original description of a river for *Sylvia*, who also conducts a travel column in the *Dayton Daily News*.

COOPERATING with local public schools, WROK, Rockford, Ill., through the summer will conduct the *WROK Summer School* three mornings weekly, with pupils taking examinations at the end of the courses and receiving credit.

A NATIONAL open tournament for vocal talent is being conducted during the absence of Ed Wynn during the summer months by Eddy Duchin for the Texaco Co. Auditions are held in different cities and a man and woman selected for each weekly program. Amateurs and professionals both are eligible. Cash prizes are offered successful contestants.

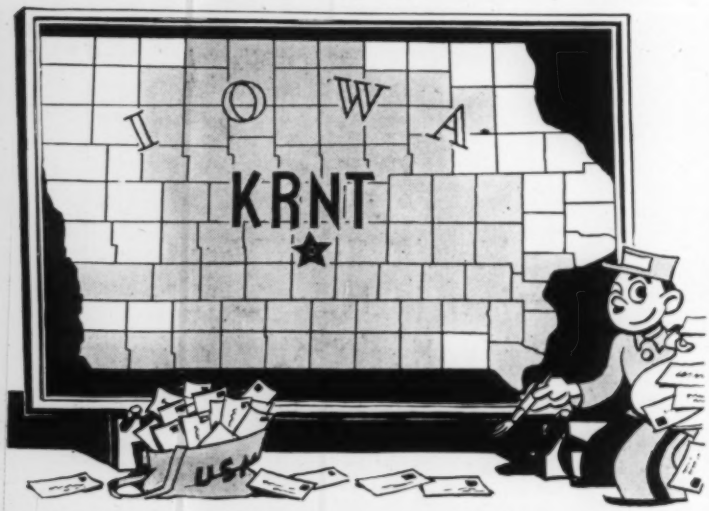
RANKING musical talent is presented by First Security Banks of Salt Lake City on KDYL by means of transcriptions. The program, titled *Galaxy of Stars*, carries the local advertising message in dignified form, and is thrice weekly.

THE GRAND RAPIDS *Sports School-of-the-Air*, broadcast over WOOD-WASH by the Grand Rapids Board of Education, is being continued thrice weekly through the summer months.

ROY FURNITURE Co., Syracuse, is getting excellent results from a new series called *The Little Show*, thrice-weekly on WFBL. Two announcers, transcriptions and local orchestra and soloists are combined. Dey Bros. Department Store, one of the oldest in Syracuse, and a long-time radio user, used 52 announcements in nine days on WFBL to push a special sale.

A SECOND series of summer concerts over the NBC-WEAF network is broadcast weekly by the Duluth Civic Symphony, keyed from WEBC, Superior, Wis., with the Duluth Symphony Chorus assisting.

UNITED PRESS announced June 26 that it also had signed WHAM, Rochester, N. Y., for its full service.



The mailman paints a picture — proving that KRNT, Des Moines, is really going places with its new optimum height antenna. Delivers above job in just six weeks! KRNT is the only Iowa outlet of the Columbia basic network.

★ P. S.—Here's an idea! Capture both CBS and NBC listeners with a single broadcast. Link KRNT with WMT, Cedar Rapids-Waterloo. There's no charge for wire between studios.

THE IOWA BROADCASTING SYSTEM
The Des Moines Register and Tribune

KRNT	WMT	KSO
CBS Basic, Des Moines	Basic Blue, Cedar Rapids-Waterloo	Basic Blue, Des Moines

Representatives: JOHN BLAIR & Co., New York, Detroit, Chicago, San Francisco

WIL THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.

Seattle Department Store Launches Hour Program

SETTING a precedent among large department stores in the Pacific Northwest, Carew and Shaw, Seattle, recently launched a radio campaign on a big scale. The program, representing a huge expenditure, is broadcast for a full hour each Friday night over KJR, Seattle, and boasts a cast of 21 entertainers.

The first four or five presentations of this new program are originating in the KJR studios. Then it will be moved to one of the local theaters where audiences can watch as well as listen to Carew and Shaw's interesting venture into advertising by radio. Later it will be heard from the Carew and Shaw auditorium. Hugh Feltis, commercial representative of KOMO-KJR, handles the account which it is expected will increase its time to one-and-three-quarters hours in a very short time.

* * *

KOMO-KJR, Seattle, use short announcements to tell listeners of outstanding programs on the theory that they are their own best publicity media. A recent example was the broadcasting of four recordings made in the KOMO-KJR studios to develop interest in the weekly program of Carew & Shaw, department store.

Ex-Lax to Spot

TO SUBSTITUTE for its nework campaign over CBS, which is terminating as a result of the network's newly invoked program policies, Ex-Lax Mfg. Co., Brooklyn, plans to use a transcription spot campaign on stations in leading markets to begin in the fall. Being considered is an adaptation of the John Hix "Strange as it Seems" newspaper cartoon, produced in Los Angeles. Joseph Katz Co., Baltimore, handles the account.

Seth Parker Returns

PHILLIPS H. LORD, creator of Seth Parker, resumed his Sunday evening "githerings" in Jonesport June 30 on an NBC-WJZ network. All of the original cast took part except Bennett Kilpack who will rejoin the program when he concludes a dramatic engagement in England. The series had been off the air since December, 1933, when Lord started on the cruise which ended in the damaging of his schooner in a Pacific storm.

WREN, Lawrence, Kan., on June 25 was granted an increase in daytime power to 5 kw. by the FCC.

KFEL - KVOD
—DENVER—
Regional Chain?
YES! Colorado Network

Copyright Bill

(*Continued from page 16*)

the existing law has a significance much larger than the mere matter of collecting damages. He said the copyright owners make use of it as bargaining points in original contracts of purchase of sale.

"It is believed that such use goes far beyond what should be expected from the normal reliance of property owners upon the law to fend them against unauthorized uses of their property," the Committee report states. "Indeed, it is believed that both producers and consumers find their chief use for these provisions of law as aids to the ulterior purpose of endeavoring to extract better bargains in their dealings with one another. It is believed, further, that this constitutes the true reason why the producing and consuming interests exhibit such profound concern regarding them.

Proof of Damage

"THE COMMITTEE is firmly of the opinion that to eliminate the statutory minimum of $250 for infringement without proof of damage is to eliminate the chief factor in the use of the law for bargaining, sometimes for coercive purposes, between producers and consumers of copyrighted works. Moreover, since 1909, when the present law was enacted, the methods of using copyrighted works have developed with amazing rapidity. The range of the use of such works has correspondingly increased. A piece of copyrighted music may thus be publicly performed on a phonograph in a bootblack stand or on a broadcasting network covering the continent. For the law to attempt to fix a specified sum of minimum damages, in view of the breadth of this usage, would seem wholly unreasonable.

"Accordingly, entirely apart from the ulterior use of the minimum statutory damages under the present law, it is deemed necessary to make the change which the bill contains. This change does not lessen the value of the section so far as its purpose is concerned. That purpose is to accord a remedy for infringement, not a weapon under which the owners of copyright may stimulate the sale of their works.

"In place of the stated minimum, the bill provides that the courts shall award sufficient statutory damages to prevent infringements and such as may be just, proper and adequate in view of the circumstances of the particular case. The maximum is fixed at $20,000, four times the amount specified in the present law. This seems appropriate in view of the vast increases in recent years in the value of copyrightable works.

"Producers of copyrighted works have been persistent in their assertion that this takes from them an essential remedy. The Committee on Patents believes that the reverse is true. So many palpable injustices have arisen from the present law that courts have acquired a dislike for handling such cases and have come to feel that the law is wrong. It is believed that, with the enactment of this provision of the bill, the courts will realize that the statute lays a foundation under which they can do justice and that they may be relied upon to utilize their full powers and abilities to such end."

Senator McAdoo said that the other remedial provision about which there has been controversy is that of injunctive relief. "Producers of copyrighted works claim that unless full rights of injunction are accorded them, users will pay no attention to their rights and will simply remunerate them in damages after having callously used their works in whatever manner was desired," the report said. "Users of copyright works, on the other hand, claim that unless given a large exemption from the full implications of the law of injunction, they may be put to vast and unwarranted losses in cases that would be of small use to copyright owners and might, indeed, enable copyright owners to indulge in practices differing little from blackmail."

Because of this, he pointed out, the bill reduces the injunctive remedy but quadruples the maximum of statutory damages and continues the present unlimited amount of damages recoverable when actually proved.

In conclusion, Senator McAdoo said: "In reporting favorably the present bill to amend the copyright law, the Committee on Patents is confident that it has framed a measure which will establish equity among the various interests concerned."

The Lure of Playtime

Will soon decimate the "Big Name" Programs.

OUR SUMMER SCHEDULE

of cheerful, entertaining programs will mean dollars to our national advertisers.

THE NORTHERN CORPORATION

Owners and Operators of

WMEX

1500 kc — 250 w L.S. — 100 w N.

HOTEL MANGER — BOSTON

In America's Fourth Market

Tel. CAPitol 7560—Teletype Bos. 157

Business Goes UP with the Mercury

WBAL accounts this summer hit ⟶
FAR AHEAD of last Jan.-March, ⟶
and they're going to STAY-UP!

•

Advertisers know that NOW IT'S WBAL IN BALTIMORE.

Power, Progressiveness, Prestige and Program Popularity are the Causes of WBAL's Domination.

1060 KCS.
10,000 Watts

WBAL

Basic Blue Network
N.B.C.

BALTIMORE

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

WIL
THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.

MID-SOUTH COVERAGE PLUS POPULARITY

—That's why these firms were among those advertising on WNBR during June.

Besides knowing their market —they want the most for their dollar.

Plough, Inc.
St. Joseph Aspirin
Penetro
Memphis Power & Light Co.
Coco-Cola Bottling Co.
Colonial Baking Co.
Bruce Terminix Co.
Fortune's, Inc.
Kroger Grocery & Baking Co.
Mid-South Fair Association
Grunow Refrigerators
Lowenstein's
Goldsmith's
Bry's
(Three of Memphis' Largest Department Stores)
Tennessee Appliances, Inc.

"THE MID-SOUTH'S OWN"

WNBR MEMPHIS TENN.

Roosevelt Letter Launches Convention

(Continued from page 10)

United States has been continued until early in November, 1935, and therefore in all probability cannot be decided by the trial court prior to the date of the extension of the present license already granted which is Jan. 1, 1935. Accordingly, the board attaches hereto the letter dated June 17, which was sent to the chairman of our copyright committee, and which was presented to the board on June 22.

Mills' Letter to McCosker

THE LETTER from E. C. Mills, ASCAP general manager, to Chairman McCosker read as follows:

This confirms my previous telephone conversation with you as chairman of the Copyright Committee of the NAB to the following effect:

ASCAP offers all broadcasting stations an opportunity, regardless of membership in your association, to extend the terms of their present license agreements, as now in effect, for a period of five additional years, as from Jan. 1, 1936. As you have been previously advised, pursuant to understanding reached with your committee, ASCAP agreed that all present license agreements with broadcasters would be extended to Dec. 31, 1935. The purpose now is to offer all broadcasters without exception an opportunity to extend their existing agreements for an additional five years from Jan. 1, 1936.

All licenses are renewals under their exact present terms, except as to Stations WEAF, WJZ and WABC, the sustaining fees of each of which has been by agreement increased $25,000 per annum, effective January 1, 1936.

We shall be glad to receive the written request of any station for an extension of its present agreement as above provided for. All of such requests will be promptly covered by a brief rider to be attached to the present agreement, providing for the extension.

The offer to extend licenses to all stations was made verbally by Mr. Mills June 3 but he delayed two weeks in sending his letter to Mr. McCosker. Moreover, instead of sending the letter to all stations, it simply went to Mr. McCosker. It is believed that Mr. Mills' strategy in asking that stations "request" extensions of their present licenses is that of attempting to show, when the government trial is resumed next November, that there has been no "duress" and that broadcasters voluntarily requested extensions of their contracts.

Reports reaching NAB headquarters have been that stations, on the whole, are not negotiating contract extensions but are awaiting the convention before deciding upon their course. The view is that there is no need for haste, now that the trial has been deferred until fall anyway, and since the current 5% contracts have been extended until Dec. 31. ASCAP stands to realize some $3,000,000 in radio royalties this year, as against less than $1,000,000 it got in 1932 when it based royalties on a flat fee rather than a percentage basis.

Mr. Levy's Viewpoint

PRIOR to the board's action in adopting the copyright resolutions, it heard detailed reports from the leaders in the copyright negotiations. Mr. Levy declared that Andrew W. Bennett, special assistant to the Attorney General in charge of the government's case against ASCAP, had stated the extensions would not prejudice the government's suit, but emphasized that the extensions should be under present terms. He added that he had told Mr. Mills that he would not sign the extension unless the same extensions were accorded the networks and all other stations.

Contesting the merits of the "per piece" plan, Mr. Levy told the board it was his view that even if the government won the ASCAP suit, stations would pay twice as much as at present by invoking the "per piece" method. He declared he regarded the five-year extensions as an "insurance policy" and felt that the industry owed him "a debt of gratitude" for doing what he did without the sanction of the copyright committee.

Next to appear was Mr. Klauber, CBS executive vice president, who signed the extension for CBS and for its owned and operated stations. He corroborrated Mr. Levy's statement and added that he was opposed to Mr. Hostetler and his position, feeling that he was hostile to the networks. The "per piece" method, he declared, did not have the endorsement of his company. He added that he felt that those who want it ought to be provided with that method, the percentage basis to be retained for others.

Regarding the trial, Mr. Klauber said he did not want to see it begin because he felt the government was not prepared and because he felt the additional time available might have made possible the working out of a consent decree. Government counsel, he concluded, seemed pleased that ASCAP was willing to grant five-year extensions.

Mr. Ashby's Review

FOR NBC, Mr. Ashby, vice president and general attorney, read a statement reviewing the ASCAP negotiations, which the board authorized for distribution to NAB members. Mr. Ashby said that, briefly summarized, the reasons for the signing of the five-year extensions by WCAU, CBS and NBC, were as follows:

1. No written extension had been procured prior to that time for the period from Sept. 1 to Dec. 31, 1935.
2. The government's suit was, in the opinion of these broadcasters present, inadequately prepared and stood a good chance of being lost.
3. The government's suit could not be finally determined by the highest appellate court for probably two years.
4. The broadcasting stations have contracts with advertisers extending far beyond Dec. 31, 1935, and ASCAP music must be made available for these advertisers.
5. Broadcasting stations cannot satisfactorily operate under present conditions without the music controlled by ASCAP.
6. The courts have no power, in the opinion of counsel, to order the extension of the ASCAP contracts on the present terms or any other terms without the consent of ASCAP.
7. In the event of a government victory, finally upheld in the highest courts, the five-year contract would operate during the transition period which would be necessary to work out the details of the new methods of licensing the performance of music and to put such new methods into actual operation.
8. Should the government be unsuccessful in its suit, this five-year contract would insure us against any further increases being demanded of the broadcasters for five years.
9. The government counsel definitely advised us that this extension would not prejudice the government's suit since it was the only extension that could be procured.
10. In the event of an ASCAP victory, ASCAP and its members would undoubtedly be so drunk with power that tremendous increases would be demanded with little hope of negotiating a favorable contract.
11. Should the government's case appear weak, it would be practically impossible to secure an extension on the present terms prior to a decision of the trial court.

Viewed as Prejudicial

FINALLY Mr. Hostetler appeared and refuted the contentions of the proponents of the five-year extension. He said his letter to Mr. Loucks did not imply that anybody was a "traitor to the government", as had been insinuated, but restated his belief that entry into the contract at the time was prejudicial to the government suit. Declaring that he had been retained by the NAB, which had committed itself to a "per piece" plan, he said

—more FACTS "from the record" prove WPRO

produces LISTENERS and RESULTS

1. A local department store made one 50-word spot announcement offering rain capes at the end of the "Buddy and the Gang" program Saturday morning. At the close of business that afternoon *1680 rain capes had been sold.*

2. A Providence Loan Society uses five minute dramatized spots on WPRO. A careful check of results shows *WPRO excels all other mediums in bringing in applications.* 77% of applicants brought in by WPRO receive loans, while only 30% of applicants brought in by other mediums are good risks. *WPRO brings quick response from responsible listeners.*

Complete details of these and many other WPRO records are ready for you to look over. Write today.

For complete coverage, tell your advertising story to New England's second largest market—1,225,578 consumers—over WPRO, and get the results you're paying for.

IN PROVIDENCE USE WPRO 630 Kc.

FIRST IN COVERAGE . . FIRST IN SHOWMANSHIP

CHERRY & WEBB BROADCASTING CO., PROVIDENCE, R. I.

WIL THE BIGGEST LITTLE STATION IN THE NATION ST. LOUIS, MO.

he was only carrying out the instructions of the board in endeavoring to procure revision of contracts on such a basis.

Contesting the Klauber and Levy views, Mr. Hostetler said he believed the "per piece" plan is sound and that it would not cost more money, even with the "accounting difficulties" which would be involved. Throughout the negotiations, he contended, he had done everything possible to avoid a breach within the industry.

In considering routine convention business, the board decided upon recommendation of Edwin M. Spence, WBAL, general chairman, to exclude from its sessions all non-members of the NAB. Mr. Spence pointed out that under the present dues system, whereby stations pay dues on the basis of their highest quarter-hour rate, NAB membership is within reach of all stations. It was decided that the board would meet several times during the convention and once before the convention convenes in Colorado Springs to pass upon new membership applications.

The board also instructed Mr. Loucks to propose an amendment to the by-laws under which active membership would be limited to actual stations holding licenses from the FCC. All non-station members, such as station representatives, transcription companies, engineering firms and the like would be placed in a new classification of associate members, without voting privileges.

All members of the NAB board, with the exception of Mr. Fitzpatrick and Powel Crosley Jr., were present at the meeting.

Lloyd Thomas Reported Taking Station Options

INTERESTS represented by Lloyd Thomas, operator of WROK, Rockford, Ill., are reliably reported to be securing options for the purchase of a number of stations in the Midwest, chiefly in Nebraska with the possibility of ultimately forming a "farm network". Thomas has secured an option on KGBZ, York, Neb., operated by Dr. George Miller, veterinarian, and sharing time with KMA, Shenandoah, Ia., which wants full time on the wave.

Thomas also has contacted other stations, including WAAW, Omaha, and WJAG, Norfolk, Neb. Thomas formerly was Chamber of Commerce secretary of Hastings, Neb., and was the original manager of the old KFXF, operated there by Westinghouse in the early radio days. Later he went with NBC in New York to handle sales for its owned and managed stations and last year acquired half interest in WROK.

KFEL - KVOD
—DENVER—
World Program Service?
YES!

Copyright Situation Is Upset As Warner Abandons ASCAP

EXCITEMENT over the copyright quandary, occasioned by the postponement of the government suit and the almost coincident signing of five-year extensions with ASCAP by the networks and WCAU, reached a new climax during the June 24 week when five subsidiary publishing houses of Warner Bros., big motion picture firm, announced their withdrawal from ASCAP effective Dec. 31, 1935. It is on that date that the contracts of broadcasting stations with ASCAP expire.

Here is the typical letter from Warner Bros. subsidiary publishing houses received by a number of stations as BROADCASTING went to press June 25. Presumably similar letters will go to all stations:

"This is to inform you that on Dec. 31, 1935 our agreement with ASCAP terminates, and after that date all licenses for public performance of our copyrighted musical compositions by means of radio broadcasting must be obtained from us. Please be advised that unlicensed broadcasting of any of our copyrighted works will be followed promptly by injunction and damages under the copyright law."

Feist May Join

THE FIVE Warner Bros. houses are said to produce between 38 and 40% of all ASCAP music performed over the air. The houses include Harms, Witmark, Remick, Chappell-Harms and New World Music Corp. For several months there has been division within ASCAP ranks and the threat of the Warner organization to withdraw. Moreover, it is reported that Leo Feist Inc., another important publishing house, may join Warner in the defection from ASCAP.

There was no indication given as to how the Warner houses would license their catalogues—whether on a percentage basis, as does ASCAP, or on a "per piece" plan, whereby they would fix a price on the radio performance of each composition. In any event it was evident that a new situation, befuddling the copyright issue more than ever, has been precipitated with no indication at this time as to the effect it will have upon the government suit, now awaiting resumption of trial in November, and upon the five-year extensions signed by the networks and WCAU with ASCAP.

Also, there must be taken into account the fact that several other organizations in ASCAP may decide to withdraw, aside from such pools as Associated Music Publishers and the Society of European Stage Authors & Composers which have been dunning stations for many months for licenses. With the developments in ASCAP, it is felt they will resume their operations with renewed vigor. Austrian and German societies also have hinted they will withdraw from ASCAP Dec. 31, 1935.

Consternation was expressed by those close to the copyright issue as to what effect the Warner Bros. withdrawal may have upon the government suit against ASCAP. The suit alleged a monopoly of music performance rights by ASCAP. With the Warner houses leaving the fold, ASCAP's alleged monopoly will be diminished materially, it is pointed out. Government counsel, while declining to be quoted, were investigating the situation, in the light of the new developments.

Presumably, under the standard form of ASCAP contract, the networks and WCAU may have the chance of voiding their new five-year extensions from next January 1 by reason of the Warner defection from ASCAP. The standard contract, Paragraph 7, reads:

"That The Society agrees during the term hereof to maintain for the service of licensee substantially its present catalogue of compositions heretofore or hereafter, during the term hereof, copyrighted compositions by members of the Society. Society reserves the right, however, at any time and from time to time, to withdraw from its repertoire and from operation of the within licenses, any musical composition or compositions and upon such withdrawal, licensee may immediately cancel the within agreement by giving written notice to Society of its election to do so."

Modernized Transmission!

MODERN broadcast stations are creating improved programs . . . they appreciate the selectivity and fidelity of the newer broadcast receivers . . . and to keep pace and serve better their audiences and clients they are modernizing their equipment . . . improving the quality of their signal.

• This organization of practical radio engineers can bring your station up to highest standards and modern technical perfection through the application of the most advanced practices of radio engineering.

Complete Broadcast Equipment
Construction
Rebuilding
Installation

Write us regarding your transmission problems and we will give you full details regarding our services . . . or better still, we'll be at the NAB Convention to discuss improved transmission possibilities with you.

W. P. HILLIARD CO.
2106 S. Calumet Ave.
CHICAGO, ILLINOIS

NEWS-FLASH
. . . *from Milwaukee*

More than
150 COLUMBIA NETWORK PROGRAMS
Broadcast Each Week
The only affiliated Columbia Network Station in Wisconsin.
. . . ready to SELL for YOU

WISN
VOICE OF THE WISCONSIN NEWS
123 West Michigan St., Milwaukee, Wisconsin
NATIONAL REPRESENTATIVES: PAUL H. RAYMER
New York — Chicago — San Francisco

WIL THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.

STUDIO NOTES

KXYZ, Houston, opened its new studios June 1 with an inaugural program which included prominent guests and messages from well-known persons. The main studio accommodates a 40-piece band. New high fidelity equipment was put into commission, using 1 kw. power. KXYZ prides itself upon being strictly a local station, according to Tilford Jones, president. World Program Service was used in the inaugural program, with a recorded greeting from 123 WBS stations delivered by Percy L. Deutsch, WBS president.

WHAT is described as the longest remote line in the Middle West and second longest in the country was opened June 16 by WHIO, Dayton, O., in starting a series of programs from Indian Lake, 70 miles away. The line includes 83 circuit miles of wire. In the June 16 broadcast, with Eddy Duchin playing a one-night stand, mayors of six nearby towns were brought to the microphone. Some 250 speakers in the park are monitored off a master set constantly tuned to WHIO.

RECENTLY WBNX, New York, issued a challenge to radio stations in the metropolitan area for a tennis tournament. The response was unanimous in its absence. There were no takers. Perhaps says the station management, word got around that Ned Ervin, production chief, and Frank Johnson, program director, both members of the WBNX tennis team, have defeated champions in their ranking as amateurs.

KRE, Berkeley, Cal., has remodeled and doubled its studio and office space in the Glenn Connolly Bldg. Improved facilities for programs and auditions have also been made.

Flood News Aired

KFEL and KVOD, Denver, dropped scheduled programs to confine their programs to flood news during the recent inundation of Colorado Springs and the Cherry Creek area. Gene O'Fallon and W. D. Pile, operators, and Henry Orbach, provided coverage until 3 a. m., including a two-way shortwave broadcast.

BRIEF but inclusive "case histories" of accounts being carried over KNX, Hollywood, telling specifically how they have pulled for sponsors, are being published by that station in a sales promotion campaign. KNX has also issued three new reports, one giving a detailed breakdown of the Ross-Federal Survey of the 11 Western states last March, another detailing KNX signal coverage of those states and the third setting forth KNX's night-time audience buying power as determined by a recent survey.

WGAR, Cleveland, is canceling accounts which do not meet its standards of quality, according to John F. Patt, manager, who is submitting doubtful accounts to the Federal Trade Commission, Food & Drug Administration and Better Business Bureau.

WBAL, Baltimore, has completed a "Colonial Room" for auditions and special broadcasts, with a loud speaker hidden by tapestry and operated from a table control box.

A REMOTE control studio at the University of Washington, is the source of a half-hour feature *University on Review* Sunday nights on KJR, Seattle. The equipment is used by the university for instruction in speech, drama, music and languages.

KPRC, Houston, Tex., celebrated its tenth anniversary in May with a special program announced by Kenneth A. Millican. Local talent participated in an elaborate series of broadcasts.

LOCATED across the street from WMAZ, Macon, Ga., the Macon auditorium with a seating capacity of 4,000 has been engaged as a studio for Negro bands, spelling bees and other large audience events.

KFUH are the call letters of the new station at Del Monte, Cal., and KIUQ have been assigned as the call of the new local at Alexandria, La.

FCC BRAWL GAME
Commission Staff Perpetrates a Galaxy of Errors

IN A GAME called in the fifth inning on account of darkness and rain, though the sun still shone and the rain had ended the day before, FCC "irregulars" on June 22 defeated the FCC regulars of the government department league, 11 to 10. The irregulars comprised department heads and others qualified by reason of the fact that they could not qualify for the Commission's regular team, which now boasts of last place standing in the inter-department series.

Paul D. P. Spearman, FCC general counsel, pitching three innings, held the opposition to no hits while on defense George Porter, assistant counsel, who played first base, and James A. Kennedy, of the Legal Department, shortstop, were the stars. "Errors" were said to account for most of the regulars' runs, though several home runs were scored off John Barron, engineer, and James H. Ballard, license section, who relieved Spearman in the box.

Maj. A. V. Dalrymple, Commission lawyer, who umpired, called the game in the fifth after the irregulars failed on additional scoring chances given them when extra strikes and plenty of walks were allowed. The lineup also included: Dr. C. B. Jolliffe, chief engineer, rf; Herbert Pettey, secretary, 2b; John Reynolds, assistant secretary, 3b; Col. D. G. Arnold, chief examiner, lf; Andrew D. Ring, chief broadcast engineer, cf; James Cunningham, lawyer, c; Melvin H. Dalberg, principal examiner, substitute rf, and Lieut. E. K. Jett, chief telegraph engineer, 3b.

Farnsworth Television Expands Foreign Tieups

FOLLOWING disclosure of the fact in the June 15 issue of BROADCASTING, Farnsworth Television Inc., with laboratories in Philadelphia and San Francisco, officially confirmed its patent-exchange agreement with Baird Television Ltd., of London. It was also disclosed that Farnsworth Television has entered into a similar agreement with Fernseh A. G., the German television organization, which also has an agreement with Baird.

Farnsworth recently announced it, like the RCA Mfg. Co., was going to erect an initial television transmitter for public reception in and around Philadelphia. Philo T. Farnsworth, young vice president of the corporation and its technical guide, formerly was connected with Philco in television research. President of Farnsworth Television Inc. is J. B. McCarger, of San Francisco. George Everson, San Francisco, is secretary, and A. H. Brolly is chief engineer.

WFBG
ALTOONA, PA.
1310 kilocycles
100 watts
The Ideal Outlet
for
Central Penna. Coverage
Write Roy Thompson
"Voice of the Alleghenies"

KFEL - KVOD
—DENVER—
Los Angeles Coverage?
Hell, NO!

Program Policies Of NBC Praised

Sales Conference Hears Views Endorsing Continuity Check

PROGRAM policies were the keynote of the first sales management conference of the NBC, attended by more than 70 sales executives June 24-25 at Westchester Country Club, Rye, N. Y., with messages from the FCC, Association of National Advertisers, Advertising Federation of America, and other organizations commending the NBC project for elimination of objectionable advertising being read by Edgar Kobak, NBC vice president in charge of sales, who presided most of the time.

Richard C. Patterson, Jr., executive vice president of NBC, presided at the session devoted to discussion of the NBC Continuity Acceptance Department, established in 1934. A letter from Chairman Prall praising the project is published in full elsewhere in this issue.

John Benson, president of AAAA, said "You have done pioneer work in this regard for which advertisers and agencies should be deeply grateful. Undoubtedly, there have been a number of objections on the part of broadcasting sponsors who wish to use more license than is good for the medium and for those who use it, and you are to be commended for taking a firm position in this regard."

Proprietary Accounts

STUART PEABODY, chairman of the board of ANA and director of advertising of Borden Company, wrote Mr. Kobak: "Personally, I believe that recent activities have stirred this matter up beyond its real importance. As opposed to the method of adopting and publishing a so-called code of ethics, I personally prefer the quiet way in which you work with your advertisers. As you know, we have been on an NBC network with a show for six months which has been a rather difficult one to handle from the censorship angle.

"There have been discussions with your company but we have always been able to get together, and I don't believe anything went out on the air under our auspices which would in any way offend the majority of listeners. We have found you reasonable and constructive, and the result of this policy has been a conscious effort on our part to keep our program well within bounds."

Writing on behalf of the advisory committee on advertising of the Proprietary Association, Edward H. Gardner, executive secretary of the committee, stated: "Proprietary remedies fill a genuine social need and the public will procure them by some means. It is better to have their rightful place defined, and their rightful claims allowed, than to adopt the easy solution of outlawing them. It has been your policy to work carefully with manufacturers and their agents in bringing their continuities into conformity with the best standards of good taste and therapeutic truthfulness. This requires patience and time, but in the long run it is the most effective method."

In discussing the NBC policies, Mr. Kobak said: "NBC took the lead more than a year and a half ago in insistence upon good taste standards and has refused a number of accounts which we considered not suitable for the air. This work is going along quietly and efficiently with one thought in mind, to protect the consumer and the listener and at the same time to give the conscientious manufacturer a fair opportunity to sell his products. As broadcasters, we have the right to censor all advertising, but I have found recently that manufacturers are doing everything they can to abide by our suggestions to clean up advertising copy and thus make censorship unnecessary."

FEZ AND ALL—Wiley P. Harris, director of WJDX, Jackson, Miss., as he appeared at the June conclave of Shriners in Washington. He is past potentate of Wahabi Temple, Jackson, and has been one of its Imperial Council representatives for the last 13 years and a prominent member of Imperial Council committees.

Atwater Kent Returning

RETURN of the Atwater Kent program, again presenting Josef Pasternak's orchestra with artists of the opera and concert stages, was promised by Batten, Barton, Durstine & Osborn Inc., the agency, in a statement June 25. Thirty-six concerts will be presented, beginning next September. Neither network nor time has been decided upon, the agency stated, but the radio manufacturer hopes to obtain a Sunday night period.

AMALGAMATED WIRELESS Ltd., with headquarters in Sydney, Australia, has been designated as Australasian representatives for NBC transcriptions. V. M. Brooker is manager of the Broadcasting Department.

CBS NAMES ADVISOR ON CHILD PROGRAMS

TO HELP fix higher standards for children's programs, in line with the recent policy announcement of President Paley, CBS on June 24 named Dr. Arthur T. Jersild, associate professor of education at Teachers' College, Columbia University, as consulting psychologist to the network and its clients. Dr. Jersild, who is also research associate at the Child Development Institute and author of *Child Psychology* among other books and treatises dealing with child guidance, is widely recognized as an authority on child training.

"The task of creating better standards for children's programs," said Dr. Jersild when his appointment was announced, "is one which requires the promotion of constructive policies rather than the mere censoring of what is bad. The broadcaster must appeal to the child's interest, but he must also consider the child's welfare and needs. The usual child likes adventures and thrills and within reasonable bounds he has as much right to them as does the adult. But it is indefensible to exploit the emotions of the normal child, to prey on his fears, to drill him in a false sense of reality, or to drench him with hokus-pokus and sleight-of-hand solutions of human problems.

"In taking the initiative in the recognition of its editorial responsibility toward this question, CBS naturally has the approval of educators, and I am happy to be a part of this forward-looking activity."

WMBG
RICHMOND, VIRGINIA.
Hitch your Efforts to a Local Star!
★ Full time outlet of Columbia Broadcasting System.
★ Serving 222,000 in primary area.
★ And 623,000 in Secondary area.
★ With an unchallenged record for successful merchandising of sponsored products in state's largest and wealthiest community.

STARS FALL ON MINNESOTA

Night after night the brightest stars of the radio world fall on Minnesota from the transmitter of KSTP.
And they fall on an alert audience . . . a responsive audience . . . and the largest audience, naturally!
How come? Because KSTP offers the star programs of the Red and Blue Networks of NBC exclusively in the 9th U. S. Retail Market. Consequently, in this Minneapolis-St. Paul Metropolitan Trading Area (where 74.3c out of every retail dollar in Minnesota are spent) KSTP dominates with 50.1% of the total Twin Cities' radio audience.
Our Weekly Program Schedule and a Certified Copy of the Ernst & Ernst Survey will be sent you promptly on request. Just write to

General Sales Office, KSTP, Minneapolis, Minn., or to our

NATIONAL REPRESENTATIVES . . . in New York: Paul H. Raymer Co., . . . in Chicago, Detroit, San Francisco: John Blair Co.

MINNEAPOLIS kstp ST. PAUL
DOMINATES THE 9th U. S. RETAIL MARKET

WIL THE BIGGEST LITTLE STATION IN THE NATION ST. LOUIS, MO.

WTAR
NORFOLK
VIRGINIA
538,781
BUYERS
Complete NBC Service
EDWARD PETRY & CO.
National Representatives

FCC Hearing on Transcriptions

(Continued from page 12)

than half are in small communities which are in real need of such programs.

Leroy Mark, president of WOL, Washington, declared in his testimony that while he was not a subscriber to the WBS service, he felt transcriptions should be encouraged because they provide local stations with a type of program not otherwise available. Constant interpolation of the transcription announcement, he said, tends to "spoil" the program.

Local Station Aspect

APPEARING for local broadcasting stations, which he said were now in process of organizing themselves, George O. Sutton, Washington attorney, made a plea for application of the 15-minute announcement requirement to phonograph records. He took issue with the resolution adopted at the NAB convention last year seeking elimination of the announcement for transcriptions, but which did not ask that phonograph records be included.

The local station, Mr. Sutton said, has no live talent readily available and is dependent upon phonograph records, which he asserted offer more varied entertainment than transcriptions. Moreover, he said, the WBS service offers only 2½ hours of programming per day and local stations require phonograph records to fill out their schedule. His proposal to the FCC would make the 15-minute announcement applicable to all recordings, and he suggested the following regulation:

Each licensee shall make a clear and concise announcement at the beginning of every program as to the use therein of any mechanical reproduction, phonograph record, electrical transcription, or other recording, unless the use thereof is merely incidental as for identification or background. The exact form of announcement is not prescribed, but the language shall be clear and in terms commonly used and understood.

The announcement required hereby shall be repeated each 15 minutes until the conclusion of the program, unless such repetition would interrupt a single consecutive recorded speech or a single consecutive recorded program, and in such cases, the announcement shall be made as soon as possible thereafter, and in no event later than the next station identification announcement.

Any fraudulent or misleading statements or announcements relative to a recorded program, or the failure to properly and clearly anounce the program as required hereby, may be deemed by the Commission as sufficient grounds for the revocation of the station license or the denial of any application for its renewal.

From Gen. Samuel T. Ansell, Washington counsel for the American Federation of Musicians, and a persistent foe of what he describes as "canned music", came the assault upon transcriptions and what they allegedly have done to increase unemployment in musicians' ranks. First he contested the WBS argument that the FCC was without power to consider this angle.

The conflict, Gen. Ansell declared, was one between "man and machine" and he charged that the object was to "release the restrictions upon the use of mechanical music", because it "interferes with the profits" of stations. His attack was against "mechanized music" generally.

NBC, said Phillip J. Hennessey, its counsel, has a dual interest in the transcription problem, not only from the standpoint of live talent but also because it is inaugurating a transcribed program service. These interests, he said, "are compatible". He emphasized that in distinguishing between "live" and recorded talent, the burden is upon the recorded program. A recording, he asserted, should not be given the public on any basis other than the present.

Mr. Hennessey said he believed the term "electrical transcription" was a misnomer, and that the term "recorded program" was more applicable. Announcements, in his opinion, should be required both before and after each 15-minute program, rather than just once. He said his organization was opposed to the NAB resolution for elimination of the announcement altogether.

CBS Against Change

UNQUALIFIED opposition came from CBS through its Washington counsel, Duke M. Patrick. A former general counsel of the FCC, he reviewed the history of transcription regulation, declaring that the whole purpose was to prevent broadcasting stations from "pawning off something for live talent that was not that." He said it was his opinion that the existing regulations had been violated (1) by the failure to make the announcement, and (2) to deceive the public into the belief that it is listening to network performances.

Referring directly to the WBS service, Mr. Patrick said he believed deception would result if the regulations were amended. The service is a "hybrid" program rather than a transcription, he added, in that announcements are interpolated locally between numbers. "I can't possibly see how such a change could be beneficial and I can see where it would hurt," he said. A change in the procedure of announcement, he added, "would be a bad thing for radio generally and to the transcription company itself."

Concluding, he said he believed the present regulation adequate. There has been "no clamor" from listeners for a change, he pointed out, asserting that the only demand is from stations which "would like to get a substitute for live programs for the purpose of di-

KGIR
Butte, Montana
Joe McGillvra,
485 Madison Ave.,
New York City, Eastern Representative

AN IDEA WAS BORN
HORSE RACES — HMM — ARE PEOPLE INTERESTED?
AN IDEA WAS TRIED
AND HOW! ESTIMATES SHOW A MILLION FANS
IT WORKED!
2 TO 3 HOURS OF HORSE RACE BROADCASTING PER DAY
CONSTANTLY SPONSORED FOR OVER ONE FULL YEAR
THRILL FOLLOW

BUELL PATTERSON (AMERICA'S ACE)
AS HE DESCRIBES RACE BY RACE AS
THEY ARE RUN AT ALL OF THE MAJOR
TRACKS IN THE U. S. A.
There are a few 15 minute strips available during this, the greatest sports broadcast on the air. Advertisers and their agencies are invited to inquire for details as to participation. Write or 'phone WJJD, Chicago, or our representatives in New York and Detroit, Free & Sleininger, Inc.
WJJD - CHICAGO
20,000 WATTS — 1130 Kc.

KFEL - KVOD
— DENVER —
Denver Coverage?
Hell, YES!

rectly or indirectly deceiving the public."

Appearing as chairman of the NAB commercial section as well as a station operator, Arthur Church, of KMBC, Kansas City, first placed in the record the resolutions adopted at the last two NAB conventions petitioning the FCC to eliminate the announcement altogether. Discussing the WBS service, he said it enables stations associated with networks to meet their responsibility of providing a "regional service" to listeners as distinguished from the national service of the chains.

Regional Programs

CONTRARY to the general view, he said, there are not many stations realizing profits on their investments. The supplementary service such as that provided by transcriptions, he pointed out, is essential to stations.

He outlined in detail how he uses the WBS service for regional programs and declared that one of the programs has been accorded the "largest audience reaction" on the station. He maintained that these transcribed programs should not be announced any oftener than those originating in New York over the networks, and not being announced outside the station's own studios. "It is our feeling that it would work a distinct hardship on broadcasters if they were required to make an announcement of each individual number," he concluded.

For Standard Radio Advertising and representing also a group of client stations, Ben S. Fisher, Washington attorney, supported the substance of the WBS argument. He brought out that the Standard library was inaugurated only three months ago and already had 60 station subscribers, evidencing a demand for this character of program rendition. Among innovations of this company, he said, was a "volume expander" designed to give higher fidelity in reproduction. Moreover, he said, Standard now is conducting large scale experiments with "sound-on-film" for transcription broadcasting. He asked that the regulation be interpreted to permit announcements at 15-minute intervals.

Scientific Advance

ENTERING an appearance for KHQ and KGA, Spokane, former Senator C. C. Dill, Washington attorney, observed that science has made the fidelity of music by transcription as good as reproduction by wire, and for that reason he saw no basis for discrimination as to their announcement.

Raoul Marlo, appearing for Bermingham, Castleman & Pierce Inc., New York, advertising counsellors, and a former program director of WBS, CBS and WOR, declared that the announcement requirement stigmatizes the electrical transcription program in a way that is unfair and improper. Quality of transcriptions, he said is "100 per cent", and the best talent is placed on them. The restriction, he declared, is holding up much business that would gravitate to smaller stations.

Arthur E. Garmaize, counsel for the Columbia Phonograph Co. Inc., New York, said his company was in accord with the WBS proposal.

Closing argument was given by Mr. Segal, in which he summed up all of the opposition. He was particularly emphatic in pointing out that the only issue raised and before the FCC related to clarification of the regulation respecting multiple announcements in connection with the program service, and not to elimination of the announcement entirely. WBS, he said, "desires to continue that announcement."

Alluding directly to the opposition of CBS, Mr. Segal observed that four of the CBS-owned stations were subscribing to the program service of Standard.

Aid to Employment

THE WBS service, Mr. Segal continued, has stimulated rather than diminished employment. He said he knew of no instance where any station has discharged a single artist or dismissed a staff orchestra because of it, but that on the contrary, the increased financial security that has resulted has facilitated the hiring of staff orchestras.

Mr. Segal said that if the WBS service is crippled, stations will be forced back to phonograph records. He described them as the "most anti-employment" device in radio insofar as musicians are concerned.

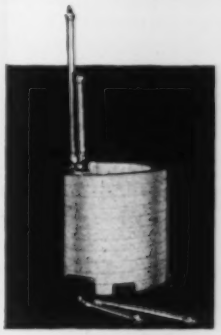
Mr. Segal recited statistics to show the extent to which musicians are employed in transcription production. Each man, he said, gets $50 for a six-hour day, which is the highest scale, as against $30 for a six-hour day for phonograph records. In the case of the transcription, that revenue comes from the stations who pay for the transcription as well as royalties for performances, whereas from records the musician gets nothing. In the last 15 months, he said, WBS had spent some $200,000 for its program service recordings.

Comparing with the networks, Mr. Segal declared that there are some 200 stations on the three networks whose evening time largely is given over to network programs. Thus, he declared, three network orchestras supply 200 hours of station time at $12 per man. "Gen. Ansell," he said, "picked the wrong man to jump on employment." Moreover, he said, there are only about 250 business organizations in America which can afford to use the networks as an advertising medium, whereas there are some 8,500 regional advertisers who turn to transcriptions or spot as well as an uncounted number of local advertisers.

The Strato-Radio Transmitter

HERE is the 40-pound transmitter built by RCA-Victor for the National Geographic Society's upper-air venture. Robert M. Morris, NBC development engineer (left) shows Capt. Albert W. Stevens, commander of the balloon flight, how it works. The transmitter is only a bit larger than a miniature home receiver and was designed by Mr. Morris. It uses 8 watts but at a high altitude covers more than a thousand miles. Mr. Morris also designed a miniature superheterodyne receiver weighing only 15 pounds net. It has single control but is ten times as sensitive as the dual-control used in the disastrous flight last year.

PORCELAIN WATER COILS



Modernize your transmitter with these new Lapp Porcelain Water Coils. Permanent, secure, non-sludging, they eliminate one of the most troublesome pieces of equipment in the modern transmitter.

Write for your copy of the Lapp Radio Catalog describing insulators for every Broadcasting requirement.

Lapp Insulator Co., Inc.
Le Roy, New York, U. S. A.

FROM ONE BROADCASTER TO ANOTHER . . .

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to the N. A. B. Convention, Colorado Springs, July 6-10

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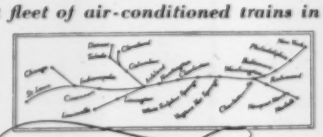
The Sportsman • The F. F. V.

The finest fleet of air-conditioned trains in the world.

The ticket agent of any railroad can route you on Chesapeake and Ohio. Insist upon it.



1785 One Hundred and Fiftieth Anniversary 1935

George Washington's Railroad
CHESAPEAKE and OHIO Lines
Original Predecessor Company Founded by George Washington in 1785

WIL THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
JUNE 13 TO JUNE 26, INCLUSIVE

Decisions . . .

JUNE 18

WNAX, Yankton, S. D.—Granted modif. CP change equip., transmitter site.

KGDM, Stockton, Cal.—Granted modif. CP re transmitter site, change equip., extend completion.

WJW, Akron—Granted license for CP 1210 kc 100 w unltd., new equip.

WHBY, Green Bay, Wis.—Granted license for CP 1200 kc 100 w N 250 w D unltd.

WTMV, East St. Louis, Ill.—Granted license for CP 1500 kc 100 w unltd.

NEW, Alexandria Brdcstg. Co. Inc., Alexandria, La.—Granted CP 1420 kc 100 w D.

WABI, Bangor, Me.—Granted consent vol. assignment license to Community Brdcstg. Service.

WREN, Lawrence, Kan.—Granted consent vol. assignment CP to Wren Brdcstg. Co., Lawrence.

KGHL, Billings, Mont.—Granted exp. auth. 780 kc 1 kw N 2½ kw D unltd. 90 days.

KTAT, Fort Worth—Granted reg. license.

KGKO, Wichita Falls, Tex.—Granted reg. license.

SPECIAL AUTHORIZATIONS—WCFL, Chicago, granted temp. auth. use present trans. as aux. 30 days; KBTM, Jonesboro, Ark., granted extension temp. auth. use present equip. to 7-19-35 pending compliance with CP; KWLC, Decorah, Ia., granted temp. auth. operate one hour per week to 7-14-35, and remain silent specified summer period.

SET FOR HEARING—NEW, E. F. Sapp & S. F. Sapp, Waycross Brdcstg. Co., Waycross, Ga., applic. CP 1200 kc 100 w unltd.; KSO, Des Moines, applic. CP move transmitter, increase from 250 w 500 w D to 500 w N 1 kw D, change equip.; NEW, Northern California Amusement Co., Yreka, Cal., applic. CP 1500 kc 100 w unltd.; NEW, Edwin A. Kraft, Fairbanks, Alaska, applic. CP 950 kc 250 w unltd.; NEW, Golden Empire Brdcstg. Co., Redding, Cal., applic. CP 1370 kc 100 w unltd.; NEW, Golden Empire Brdcstg. Co., Sacramento, Cal., applic. CP 1500 kc 100 w unltd.; Harry B. Culver, Beverly Hills, Cal., applic. CP 710 kc 500 w ltd.; NEW, Chicago Brdcstg. Assn., Chicago, applic. CP 1500 kc 100 w unltd.; KFPL, Dublin, Tex., applic. modif. CP transmitter site, change equip.; KMBC, Kansas City, applic. license for CP 950 kc 1 kw N 5 kw D unltd.; KSD, St. Louis, Mo., applic. modif. license to increase hours from S-KFUO to unltd.; WKJC, Lancaster, Pa., applic. consent vol. assignment license to Associated Broadcasters Inc., and applic. transfer control of license to Mason-Dixon Radio Group Inc., and applic. move station to Easton, Pa.; NEW, Springfield Newspapers Inc., Springfield, O., applic. CP 1120 kc 250 w D; NEW, Oil Capital Brdcstg. Ass'n., Kilgore, Tex., applic. CP 1210 kc 100 w unltd., asks facilities KWEA; WBNO, New Orleans, applic. modif. license from 1200 to 1500 kc, hours from S-WJBW to unltd.; NEW, Advertiser Pub. Co. Ltd., Honolulu, T. H., applic. CP 11850 and 15230 kc 2 kw spec. hours; KGFG, Oklahoma City, applic. modif. license from S-KCRC to unltd., asks facilities of KCRC; KEHE, Los Angeles, applic. CP move locally, install new equip., increase to 1 kw N 5 kw D, increase hours from S-KELW to unltd.; KCRC, Enid, Okla., applic. renewal 1370 kc 100 w N 250 w D S-KGFG.

ACTION ON EXAMINERS' REPORTS—WMBR, Jacksonville, Fla., denied CP change equip., increase from 100 to 250 w D, sustaining Examiner Dalberg; NEW, Fred L. Packard & A. Rosenberg, Los Angeles, denied CP 1160 kc 250 w D, sustaining Examiner Walker; KFBK, Sacramento, granted CP move transmitter, change equip., change from 1310 to 1490 kc, increase from 100 w to 5 kw unltd., reversing Examiner Walker; WBIG, Greensboro, N. C., denied modif. license to increase from 500 w to 1 kw N 1440 kc 1 kw unltd., sustaining Examiner Hyde; WFBR, Buffalo, denied CP new equip., change from 1310 to 800 kc, increase from 100 w N 250 w D to 1 kw, change time from unltd. to LS Dallas, sustaining Examiner Hill; Associated Brdcstg. Corp., Cumberland, Md., granted modif. license from D to 6 a. m.-LS Dallas 800 kc 250 w, sustaining Examiner Hill; WBAX, Wilkes-Barre, Pa., denied CP change equip., increase from 100 w to 100 w N 250 w D, change hours from spec. to unltd. sustaining Examiner Walker and granted renewal of license 1210 kc 100 w spec., reversing Examiner Walker; WKOK, Sunbury, Pa., denied modif. license from spec. to unltd., reversing Examiner Walker, and granted renewal license 1210 kc 100 w spec., sustaining Examiner Walker.

ORAL ARGUMENTS GRANTED—KFBB, Great Falls, Mont., granted oral argument in Ex. Rep. 1-48 on applic. exp. auth., to be heard 9-12-35.

APPLICATIONS DISMISSED (request of applicants)—NEW, Brown Radio Service & Laboratory, Rochester, N. Y., CP 630 kc 250 w D; NEW, Howell Brdcstg. Co. Inc., Rochester, N. Y., CP 1210 kc 100 w 250 w LS unltd.; WCAP, Asbury Park, N. J., exp. auth. 1280 kc 1 kw; KADA, Ada, Okla., CP 1200 kc 250 w D; NEW, Connecticut Brdcstg. Co., New Britain, Conn., CP 1370 kc 100 w unltd.; NEW, J. David Stern, New York, CP 810 kc 500 w spec. hours.

APPLICATION DENIED—NEW, Ark-La-Tex Radio Corp., Shreveport, La., CP 850 kc 10 kw unltd.

MISCELLANEOUS—WAAF, Chicago, denied petition to increase to 1 kw D without hearing, disregarding applic. 500 w N; WWJ, Detroit, denied petition to increase from 1 to 5 kw without hearing on protest of WAAF; NEW, Edwin A. Kraft, Fairbanks, Alaska, denied petition for grant of CP 950 kc 250 w without hearing; WGN, WMAQ, WENR, WCFL, Chicago, granted petition intervene applic. WAAF; KGAR, Tucson, Ariz., denied continuance of hearing set for 8-1-35 on applic. change from 1370 to 1450 kc, increase from 100 to 250 w N; WHN, New York, reconsidered and granted applic. auth. new equip., increase from 1 to 5 kw D; NEW, Black Hills Broadcast Co., Rapid City, S. D., denied petition for grant of CP without hearing 1370 kc 100 w; NEW, Educational Radio Inc., Spartanburg, S. C., denied reconsideration of action setting for hearing applic. 1420 100 w unltd.; WMFE, New Britain, Conn., denied protest against grant of CP and modif. CP to Wm. J. Sanders, New Britain, 1380 kc 250 w D; WARD, Brooklyn, denied request 30-day continuance oral argument on Ex. Rep. I-40, set for 6-24-35; WLTH, Brooklyn, denied postponement arguments "until fall"; KRKD, Los Angeles, denied reconsideration and grant of CP increase power, change equip.

RATIFICATIONS:

WHBY, WMT, WTMV, KWBG, WPAY, KMBC, WLBF, WBBM—Granted ext. program tests period 30 days.

KOB, Albuquerque, N. M.—Period for reduced power extended ten days (6-10).

Raoul Marlo, New York, granted request to appear 6-20-35 in hearing on Rule 176 (6-13).

WLWL, New York—Granted leave to file appearance at hearing 6-27-35; motions of WNYC, New York, and WWL, New Orleans, for denial as in cases of default of modif. license applic. of WLWL overruled (6-14).

Caller-Times Pub. Co. Inc., Corpus Christi, Tex.—Granted request to take depositions in apposition applic. Eagle Brdcstg. Co. Inc., for CP new station (6-12).

WOV, New York—Granted order take depositions to support applic. CP, renewal (6-11).

KYA, San Francisco—Granted order take depositions to support applic. CP (6-11).

WLBC, Muncie, Ind.—Granted order take depositions to support applic. CP (5-28).

KOB, Albuquerque; KEX, Portland, Ore.; WCAU, Philadelphia—Granted extension of time to file briefs in hearing on applic. WDGY, Minneapolis, and WINS, New York (6-13).

JUNE 25

WAZL, Hazleton, Pa.—Granted extension temp. auth. operate spec. hours 3 months simul. WILM.

WPG, Atlantic City—Granted consent vol. assign. license to city of Atlantic City.

WBZ, Boston — Granted CP change equip.

KLZ, Denver—Granted modif. CP change transmitter site, increase from 2½ to 5 kw, extend completion.

KSD, St. Louis—Granted modif. CP extend completion.

KOMO, Seattle—Granted amended CP move transmitter locally, install new equip. and increase from 1 to 5 kw D.

WOR, Newark—Granted license for CP move to Carteret, N. J., install new equip., increase to 50 kw.

KINY, Juneau, Alaska—Granted license for CP new station 1310 kc 100 w unltd.

WCAD, Canton, N. Y.—Granted modif. license re hours.

WREN, Lawrence, Kan.—Granted modif. CP change equip., increase to 5 kw D.

WJR, Detroit — Granted CP change equip., increase to 50 kw.

SPECIAL AUTHORIZATIONS—WJAG, Norfolk, Neb., granted temp. auth. operate spec. hours; KGCX, Wolf Point, Mont., granted temp. auth. operate spec. hours; WHAZ, Troy, N. Y., granted temp. auth. remain silent spec. hours; KGGF, Coffeyville, Kan., granted temp. auth. operate spec. hours; WTRC, Elkhart, Ind., granted temp. auth. operate spec. hours; WFIL, Philadelphia, granted extension temp. auth. operate 560 kc 1 kw N in July; WDBO, Orlando, Fla., granted extension temp. auth. operate with added 750 w N in July; WAML, Laurel, Miss., granted temp. auth. remain silent to move studio, install equip.; KFNF, Shenandoah, Ia., granted temp. auth. use spec. hours of KUSD to Aug. 31.

SET FOR HEARING—NEW, Ralph Peroz Perry, Santurco, P. R., CP 1340 kc 250 w unltd.; NEW, V. H. Lake & H. E. Stanford d/b L & S Brdcstg. Co., Atlanta, CP 1210 kc 100 w D; WROK, Rockford, Ill., modif. license from S-WHBL to unltd.; NEW, Walker Jamar, Duluth, CP in hearing docket amended to 1500 kc 100 w unltd., req. facilities KGEF; WMBG, Richmond, Va., CP in hearing docket amended to 1350 kc 500 w unltd., change equip.; WKAR, E. Lansing, Mich., mod. license amended to 850 kc 1 kw D LS at WWL; WRDW, Augusta, Ga., CP in hearing docket amended to 1240 kc 250 w N 1 kw D unltd., move transmitter locally, change from 1500 to 1240 kc., increase from 100 to 250 w N 1 kw D new equip.; KFPY, Spokane, CP new equip., increase from 1 to 5 kw, move locally; KUSD, Vermillion, S. D., modif. license to S-KFHF; KGFK, Moorhead, Minn., renewal set for hearing, temp. license granted; WEBC, Superior, Wis., modif. license from 1 to 5 kw (to be heard before Broadcast Division); KMA, Shenandoah, Ia., renewal; KGCX, Wolf Point, Mont., CP in hearing docket amended to 1450 kc 1 kw unltd.; NEW, Knox Brdcstg. Co. Inc., Schenectady, N. Y., CP 1240 kc kw unltd. asks call WKBA.

MISCELLANEOUS—KSO, Cedar Rapids, denied reconsideration hearing on applic. 500 w 1 kw D; WILL, Urbana, Ill., & KFNF, Shenandoah, Ia., denied temp. auth. operate simul. spec. hours; NEW, D. A. Wark & H. H. Hedstrom, Twin Falls, Id., adopted Ex. Rep. recommending applic. CP 1500 kc 100 w be withdrawn without prejudice; NEW, David Parmer, Columbus, Ga., granted petition intervene applic. WJTL; WGN, WCFL, WMAQ, WENR, Chicago, granted petition intervene applic. WJJD; KPOF, Denver, denied reconsideration hearing applic. increase to 1 kw D; KGGC, San Francisco, denied reconsiderating hearing applic. to increase to unltd.; Commission to hear oral arguments in Ex. Rep. I-54 re applic. Helena Brdcstg. Co., Helena, Mont., Montaha Brdcstg. Co., Boulder, and E. B. Craney, Helena, new station 1420 kc 100 w.

APPLICATIONS DISMISSED—WDEL, Wilmington, Del., CP 1120 kc 500 w 1 kw LS unltd.; WESG, Elmira, N. Y., modif. license 850 kc 1 kw LS; WGAR, Cleveland, exp. auth. 1450 kc 1 kw unltd.; WEBQ, Harrisburg, Ill., modif. license 1210 kc 100 w 250 w LS unltd.; NEW, Wm. B. Smullin, Salem, Ore., CP 1440 kc 500 w unltd.; NEW, Alaska Radio & Service Co. Inc., Juneau, Alaska, denied as in default CP 1200 kc 100 w unltd.

ACTION ON CASES HEARD BY BROADCAST DIVISION (action taken June 11)—NEW, Winger & Thomas, Chattanooga, denied applic. CP 1200 kc 100 w unltd.; NEW, Valley Brdcstg. Serv. Inc., Chattanooga, denied applic. CP 1120 kc 100 w D.

RATIFICATIONS:

KPCB, Seattle—Granted temp. auth. move transmitter to 2d & Univ. Ave., move studio to Cobb bldg. (6-15).

WOR, Newark—Granted extension program test period 30 days (6-18).

RCA TELEVISION COMMITTEE—Left to right: C. W. Horn, NBC research director; J. C. Warner, head of Radiotron division; E. W. Engstrom, assistant engineer in charge of RCA television development; Dr. C. H. Taylor, chief engineer, RCA Communications Inc.; R. R. Beal, RCA research director; O. H. Hanson, NBC chief engineer; Dr. W. R. G. Baker, head of RCA-Victor, chairman of committee; H. K. Norton, assistant to David Sarnoff.

THAT RCA is going more seriously than ever into the possibilities of bringing out its still-guarded laboratory television developments for public gaze was reaffirmed June 25 when David Sarnoff, president, announced an intercompany committee to lay plans for RCA's field test of high definition television, promised for next year. Mr. Sarnoff last May 7 announced to stockholders that RCA within 12 or 15 months will construct a transmitter between New York and Philadelphia and put out experimental receiving sets to test television under actual operating conditions.

The inter-company committee takes in experts of RCA subsidiaries, and is headed by Dr. W. R. G. Baker, vice president and general manager of the RCA-Victor division. Mr. Baker said, when the committee was announced: "Nobody knows how long it will take to iron out some of the deep wrinkles in television as we know it today. We have made a great deal of progress in our research laboratories during the past three years, and we hope that the experience gained in the field test will enable us to determine more definitely the possibilities of television service with standards that will be acceptable to the American public.

"In the meantime there are innumerable problems both technical and non-technical that can only be solved through the operation of a controlled field test. We must study transmission and reception factors, we must design and redesign and rebuild apparatus, and we must evolve an entirely new broadcasting technique. While the difficulties are many, we are confident of the ultimate results."

Examiners' Reports . . .

KALE, Portland, Ore.—Examiner Bramhall recommended (I-62) that applic. for modif. of license from 1300 to 1250 kc 500 w. and from spec. to unltd., be denied.

WCAE, Pittsburgh—Examiner Hill recommended (I-63) that applic. CP 1220 kc 1 kw 5 kw LS unltd. be granted.

NEW, Centennial Brdcstg. Corp., Dallas, CP 1200 kc 100 w unltd.; NEW, Eugene DeBogory & Mildred English d/b Dallas Brdcstg. Co., CP 1500 kc 100 w D & spec.; Eugene DeBogory d/b Paris Brdcstg. Co., Paris, Tex., CP 1500 kc 100 w D; KGKB, Tyler, Tex., modif. license 1500 kc 100 w spec. — Examiner Walker recommended (I-64) that applic. Centennial Brdcstg. Corp. be denied; that applic. Dallas Brdcstg. Co. be granted for D and 8 p. m.-midnight and denied for 6-7 p. m.; that applic. Paris Brdcstg. Co. be granted; that applic. KGKB be granted.

NEW, D. A. Wark & H. H. Hadstrom, Twin Falls, Ida.—Examiner Bramhall recommended (I-65) that application for CP 1500 kc 100 w unltd. be dismissed without prejudice.

NEW, John Calvin Welch, William M. Keller, Bonner Frizell d/b Palestine Brdcstg. Assn., Palestine, Tex. — Examiner Walker recommended (I-66) that applic. CP 1420 kc 100 w D be granted.

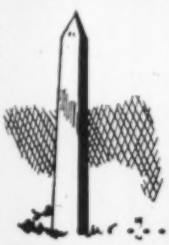
Applications . . .

JUNE 13

NEW, Wolverine Brdcstg. Co., Ann Arbor, Mich.—CP 830 kc 1 kw D asks call WANR.

WMC, Memphis—CP change equip., increase from 1 kw 2½ kw D to 1 kw 5 kw D.

WDAE, Tampa, Fla.—CP change equip., increase D power from 1 to 5 kw.



Stability

Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% before they leave our laboratories in order to meet our own specifications.

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CRYSTALS

These LOW TEMPERATURE COEFFICIENT CRYSTALS are supplied in Isolantite Air-gap Holders in the 550-1500 Kc. band at only

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Send for our price list and booklet

Dept. B-7-5

House Speakers

LOUD speakers in the House of Representatives at Washington were installed experimentally June 24 by RCA Manufacturing Co. under a resolution by Rep. Karl Stefan (R.), of Norfolk, Neb., the former radio announcer of WJAG who was elected to Congress last year. Reactions of members ranged variously from enthusiasm to the reported annoyance of Speaker Byrns over the magnification of his gavel raps as they were picked up by the microphones. The installation includes five microphones and an amplifier.

KFJM, Grand Forks, N. D.—CP change equip., freq. from 1370 to 1390 kc, power from 100 w to 1 kw 5 kw D, amended to 1410 kc.

KSD, St. Louis—Modif. CP as modif. to extend completion.

WBBM, Chicago—License for CP increase power, new equip., change hours, extension spec. auth. synchronize with KFAB LS to midnight.

WCFL, Chicago—License for CP as modif. move transmitter, increase power, license use present transmitter as auxiliary, aut. measure antenna power.

NEW, Mountain States Brdcstg. Corp., Salt Lake City—CP 550 kc 500 w unltd.

NEW, R. J. Nasser, Sacramento—CP 850 kc 250 w D.

KPCB, Seattle—CP move transmitter to 217 Pine St., studio to 4th & University St., change equip.

KDYL, Salt Lake City—CP increase from 1 to 5 kw, new equip., amended re transmitter.

JUNE 14

WGH, Newport News, Va.—License for CP new equip., increase from 100 to 250 w D.

WSVA, Harrisonburg, Va.—License for CP modif. for new station 550 kc 500 w unltd.

NEW, Albert E. Davis, Brownwood, Tex.—CP 1200 kc 100 w unltd.

WJAX, Jacksonville, Fla.—Modif. CP re transmitter site, amended with site at Municipal Golf Course, extend completion.

WOWO, Fort Wayne, Ind.—CP new equip., increase from 10 to 25 kw 10 kw D.

WCFL, Chicago—Extension exp. auth. unltd. to 2-1-36.

KVOR, Colorado Springs, Col. — CP move transmitter locally, change equip., amended re antenna.

KGA, Spokane, Wash.—Exp. auth. 950 kc 1 kw 5 kw D.

APPLICATIONS RETURNED — NEW, Philip J. Wiseman, Lewiston, Me., CP 1210 kc 100 w unltd.; WDAE, Tampa, Fla., modif. exp. auth. new equip., increase from 1 kw 2½ kw D to 1 kw 5 kw D; KFGM, Grand Forks, N. D., license for spec. auth. increase from 100 to 250 w.

JUNE 17

NEW, Best Brdcstg. Co., Frankfort, Ky.—CP 1210 kc 100 w 250 w LS unltd.

NEW, G. L. Burns, Brady, Tex.—CP 1210 kc 100 w D, amended to 1500 kc.

NEW, J. W. Stanford d/b Brunswick Brdcstg. Co., Brunswick, Ga.—CP 1310 kc 100 w unltd.

KWKH, Shreveport, La.—Extension exp. auth. 1100 kc unltd., directional N.

KLUF, Galveston, Tex.—Extension exp. auth. 100 w 250 w LS.

WJBC, Bloomington, Ill. — CP new equip., increase from 100 w to 100 w 250 w LS.

WMT, Cedar Rapids—License for CP as modif. move transmitter install new equip.

KFAB, Lincoln, Neb.—Extension exp. auth. synchronize WBBM LS-midnight.

NEW, Pauline Holden, Porterville, Cal.—CP 1160 kc 100 w D, amended to 1210 kc unltd.

APPLICATIONS RETURNED—KIUN, Pecos, Tex., modif. CP change equip.; NEW, Skagit Valley Radio Co., Mt. Vernon, Wash., CP 100 w unltd.; NEW, Alfred Frank & Clarence Bamberger, Salt Lake City, CP 550 kc 500 w unltd.; NEW, Pacific Agricultural Foundation Ltd., San Jose, Cal., CP 980 kc 100 w D; KQW, Fresno, Cal., CP move trans. & studio from San Jose to Fresno, amended re antenna.

JUNE 19

WQDM, St. Albans, Vt.—CP move locally.

NEW, Brown Radio Service & Lab., Rochester, N. Y.—CP 1210 kc 100 w D amended to omit request facilities of WOCL.

NEW, Steel City Brdcstg. Co., Pittsburgh—CP 890 kc 500 w unltd., amended re equip.

KSCJ, Sioux City, Ia.—Modif. license from Simul. D WTAQ, Sh. N, to unltd.

KSUN, Lowell, Ariz.—Modif. license from D to unltd.

NEW, Julius Brunton & Sons Co., Fresno, Cal.—CP 980 kc 250 w D.

APPLICATIONS RETURNED — NEW, Thames Brdcstg. Co., New London, Conn., CP 1200 kc 100 w unltd., amended to 1500 kc D; WPAD, Paducah, Ky., license for CP as amended to move transmitter.

JUNE 22

NEW, National Television Corp., New York—CP 42000-56000, 60000-86000 kc 30 w unltd.

NEW, Monocacy Brdcstg. Co., Rockville, Md., CP 1140 kc 250 w D.

NEW, American Brdcstg. Corp. of Ohio, Cleveland—CP 890 kc 500 w 1 kw D unltd., facilities WMMN, amended to change equip., transmitter site near Brooklyn, Cleveland.

WJBK, Detroit—CP change equip.

WMPC, Lapeer, Mich.—License for CP change equip., increase from 100 w to 100 w 250 w D.

KQV, Pittsburgh—Modif. license from 1380 to 890 kc, unltd., facilities WMMN.

WROL, Knoxville—Modif. CP change equip., antenna.

WMFD, Wilmington, N. C.—Modif. license from D to D plus spec. hours.

NEW, A. Stanhart Graham, E. V. Baxter, Norman Baxter, d/b Pittsburgh Brdcstg. Co., Pittsburg, Kan.—CP 1310 kc 100 w unltd., amended to 1500 kc.

WIRE, Indianapolis—CP change equip., increase from 500 w 1 kw D to 5 kw D & N.

KROC, Rochester, Minn.—Modif. CP as modif. transmitter site amended re antanna, transmitter highway 52, Rochester.

KFIZ, Fond du Lac, Wis. — Modif. license spec. hours.

KGBX, Springfield, Mo.—Modif. spec. auth. change equip.

KHSL, Chico, Cal.—Vol. assignment license to Golden Empire Brdcstg. Co.

FCC Considering 1510 kc. Channel

Identical Antennas Proposed To Reduce Interference

POSSIBLE opening of an additional channel (1510 kc.) for local broadcasting stations, is being considered by the Engineering Department of the FCC in connection with its so-called clear-channel study which began last Spring.

Thought is being given to this in the accumulation of data on radiation characteristics of antennas which would be identical and used by all stations in the 100-watt category on adjacent frequencies. The top regular broadcast band frequency is 1500 kc. on which some 30 local stations now are assigned. Identical antennas, it is felt, would be a prerequisite since there necessarily would be a sharp reduction in mileage separations now specified to avoid interference.

Should this channel be opened, then there would be room for assignment of possibly 30 to 40 additional local stations on it, provided, of course, the engineering deductions prove correct. There are some 200 applications pending for new local stations, prompted largely by the provision in the Communications Act allowing them, without regard to quota, provided no interference will be caused.

REMOTE AMPLIFIER B94-S

You can pipe your remote programs in for less money when using GATES Remote program amplifiers and yet have the finest of equipment manufactured by the industries largest remote equipment manufacturer.

Amplifier B94-S is for three dynamic or inductor type microphones having wiping contact controls, 80 Db. gain, indicator and unusual compactness.

Write for Bulletin 9 or better yet the entire GATES catalog.

GATES RADIO & SUPPLY COMPANY

Manufacturing Engineers Since 1922

QUINCY, ILL., U.S.A.

WIL

THE BIGGEST LITTLE STATION IN THE NATION

ST. LOUIS, MO.

The Other Fellow's Viewpoint . . .

Don't Blame Sponsor

To the Editor of BROADCASTING:

In your June 1 issues of BROADCASTING, I saw an article entitled "Wanted — Better Radio Critics", and reading further I found that the radio critics were blamed for poor radio. They in turn blamed the sponsor—who, if he had his say, would probably blame the advertising agency. And so it goes, this game of "Passing the Buck".

Why blame anybody? Radio is in the "adolescent" stage and like a youngster in its teens is guilty of a few "excesses". Nevertheless, it is slowly but surely groping its way to maturity. I've been in radio about ten years—practically since it was a baby and like a fond relative who watches a child grow, I feel that I know something about it. I have successfully handled some dozen commercial programs and have of necessity been thrown in close contact with a dozen sponsors.

The sponsor really isn't a bad fellow, providing he is met half way. The sponsor can't be all wrong. He knows his own product and its potential market. He has learned over a period of years where marketing difficulties lie. So instead of saying the sponsor is all wrong and knows nothing about radio, why not use the knowledge he has acquired, combine it with showmanship and make "selling" radio entertainment.

The advertising agencies cannot always fill this need. They have built their reputation on sales campaigns, not dance numbers. So in my humble opinion there should be a sort of "middleman" with a flair for entertainment and enough business sense to build a radio program with one hand, keep the other on the radio public's pulse and listen with both ears to the sponsor and the advertising agency.

Where will we find this "middleman", you ask? "In radio", is my answer. And if you have any trouble finding them, drop me a line. I'll be glad to help.

ANN BRAE,
Program Builder,
June 6 RKO Bldg., New York

Sight and Sound

To the Editor of BROADCASTING:

I noticed an article in a recent issue of BROADCASTING stating that KFWD, Hollywood, is broadcasting sound on film on the air.

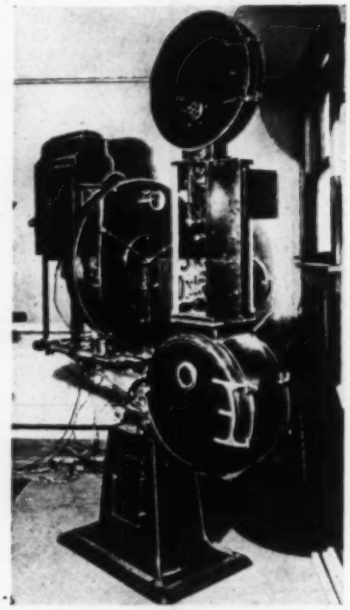
Some time ago I wrote you relative to our having the basic patents on such a machine. You will notice in the bottom portion of the machine an open door inside of which is the sound head which takes the sound from the film and broadcasts it over WDGY. This we have been doing from time to time for about a year. At the same time we are taking the sound from film, we are also scanning the film. The scanning apparatus is in the large disc from which the lens projects, and the photo electric cell is in the square box high up on the right of the machine. As we scan the picture, we broadcast it on W9XAT. We are broadcasting talking pictures now very successfully. Owing to our extensive experiments in the laboratory, we have as yet devoted no time to publicity work.

We are broadcasting pictures on 43,000 kc. or approximately 7 meters. We have made an unlimited number of experiments and I feel we are further advanced in television than any other television laboratory in the country. However, we are not interested so much in the publicity end of it, owing to the fact that there is no way to realize any returns, but we have a very complete television station on the air.

We also have studio facilities built especially for television broadcasting, as well as all sorts of scanning equipment, and complete practical operating equipment for broadcasting both sight and sound from our own stage as well as talking pictures from film. This is a reality—we have been and are doing it.

Television is now to the point where the public is willing to pay two to five hundred dollars for a television receiving set. In fact, I have several of the largest stores in the Twin Cities who have informed me as soon as I am able to broadcast a commercial station over television, they will be more than glad to pay me for broadcasting commercial sight and sound for them. Imagine the Pure Silk Hosiery Company advertising their merchandise over W9XAT, and at the same time they are displaying their hosiery, the vocalist would be singing over WDGY.

DR. GEORGE W. YOUNG,
WGDY, Minneapolis.



W9XAT's Television Apparatus

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

PAUL GODLEY
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Phone Montclair 2-7859

FREQUENCY MONITORING SERVICE
Reference frequencies derived from the National Standard of Frequency of the National Bureau of Standards by continuous leased wire service.
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EDGAR H. FELIX
1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Location Investigations

VAN NOSTRAND RADIO ENGINEERING SERVICE
FREQUENCY MEASUREMENT SERVICE—More than fifty broadcasting stations served regularly under annual agreements find our service highly accurate and dependable.
339 Leland Ter. N. E., ATLANTA, GA.

RADIO TOWERS FOR SALE
Two 80 ft. radio towers made up in 10 ft. sections—now atop Madison Square Garden, New York. Offered for quick sale to highest bidder. Address Col. J. R. Kilpatrick, Pres., Madison Square Garden Corp'n, 307 W. 49th St., New York City.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Local station desires experienced combination announcer and operator. Give full details of experience, references, age, picture, etc. KFRO, Longview, Texas.

Man to sell radio advertising. Progressive full time local station. Must be highly experienced. References required. Salary and commission. WTAX, Springfield, Illinois.

Sales manager to take charge of retail sales midwestern station newspaper owned, basic network, full time operation. Excellent opportunity for experienced man. Box 337, BROADCASTING.

Situations Wanted

Experienced newspaperman desires station position, news commentator or other duties. Studied broadcasting technique. Good education; business college graduate. Formerly screen advertising producer. Young, sober, ambitious. Box 336, BROADCASTING.

Station manager, now employed, desires change. Wants connection with full time local station, or will purchase part interest. Several years experience, and a good record as a producer. Opportunity more important than immediate salary. Will be at Colorado Springs. Box 339, BROADCASTING.

Available. Experienced sales and program executive. Despises work—but accepts it as inevitable. Married and must feed family. Young—disgustingly healthy. Thorough working knowledge of sales, programs, traffic, transcriptions, and control board operation. Now employed at one of nation's oldest and largest network stations—but because of excellence of superiors must seek better opportunity. Manage smaller station? Yes. Box 335, BROADCASTING.

Wanted to Buy

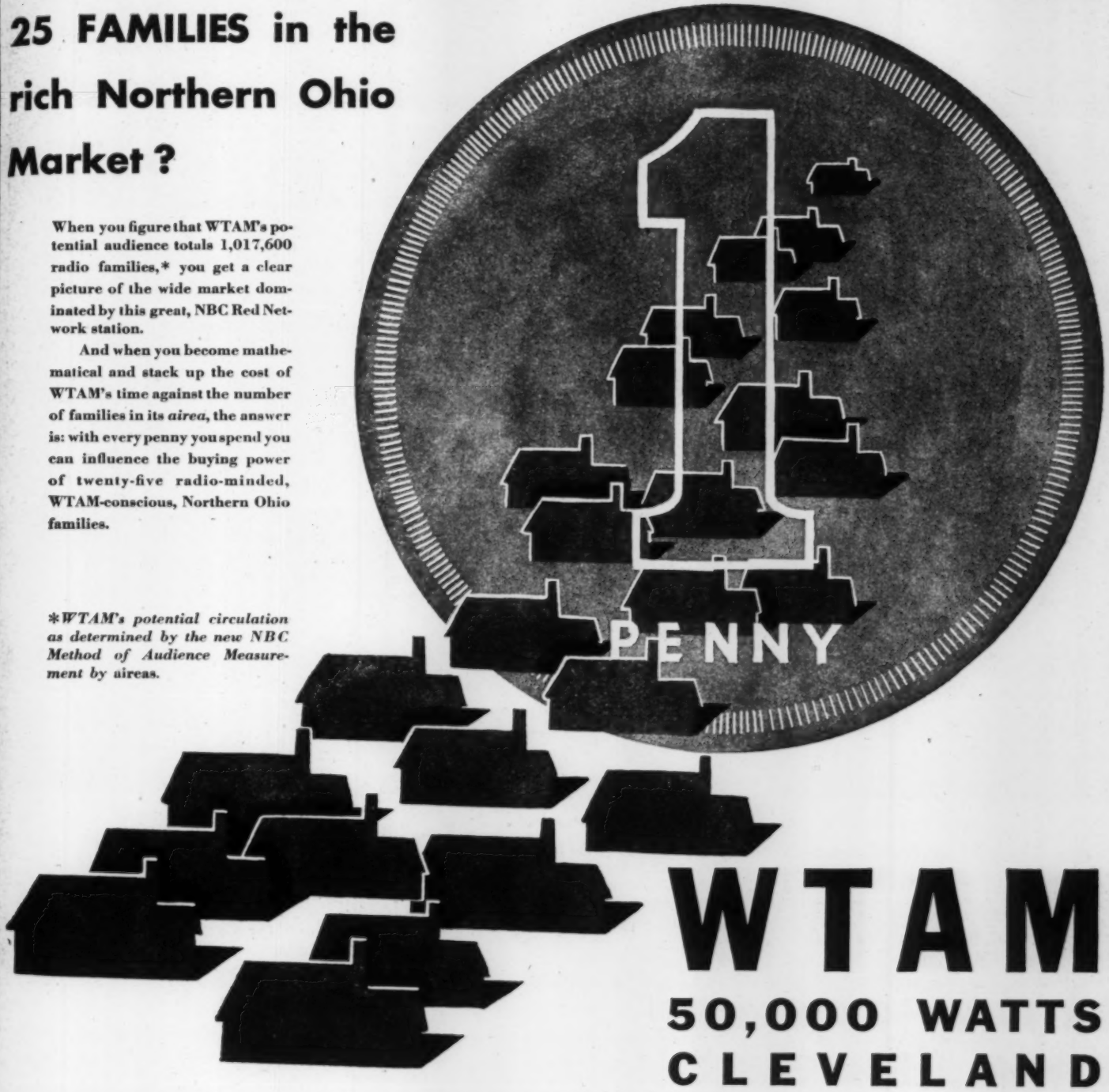
Wanted: One-half or one kilowatt transmitter. Must conform to all requirements of Federal Communications Commission. Give full details first letter. Box 338 BROADCASTING.

Wanted: 5 kw. transmitter. Will pay cash. Box 340, BROADCASTING.

Music Service

Program Managers, Artists, send for list of new songs—available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

Would you give ONE RED PENNY to reach every 25 FAMILIES in the rich Northern Ohio Market?



When you figure that WTAM's potential audience totals 1,017,600 radio families,* you get a clear picture of the wide market dominated by this great, NBC Red Network station.

And when you become mathematical and stack up the cost of WTAM's time against the number of families in its *airea*, the answer is: with every penny you spend you can influence the buying power of twenty-five radio-minded, WTAM-conscious, Northern Ohio families.

**WTAM's potential circulation as determined by the new NBC Method of Audience Measurement by* aireas.

WTAM

50,000 WATTS
CLEVELAND

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ **WASHINGTON** ★ **CHICAGO** ★ **SAN FRANCISCO**

WEAF & WJZ · WRC & WMAL · WMAQ & WENR · KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

NEW!

RCA VICTOR 70-A TRANSCRIPTION TURNTABLE

Economical Equipment for High Fidelity

The new RCA Victor Type 70-A Transcription Equipment offers true high fidelity performance on all records, at a reasonable price. It will play lateral-cut records with a full usable range of 30 to 7,000 cycles, and vertical-cut records with a range of 30 to 10,000 cycles. Record speeds of 78 and 33⅓ r.p.m. are available at will, and standard and long-playing records may be used interchangeably. Thus this unit serves all record-playing needs. Only two units are needed to make it possible to switch instantaneously from one record to another, regardless of type, without loss of time on the air, in accordance with the best control-room technique. Write for complete technical bulletin.

SEE THESE ALL-INCLUSIVE FEATURES

High Fidelity Reproduction — 30 to 7,000 cycles from lateral-cut records, 30 to 10,000 cycles from vertical-cut records. Constant-speed motor and felt filter eliminate "wows" even on long sustained notes.

Two Speeds. 78 or 33⅓ r.p.m. Speeds are shifted easily and quickly.

Compact Design. Cabinet 31" high, 21½" wide, 19" deep.

Easily Installed. No special foundation or base required. Plug in and operate.

Quiet Operation. Microphone may be used nearby. To prevent transfer of motor vibrations to pick-up, motor is sound insulated from both cabinet and turntable, and pick-up arm is insulated from cabinet.

Matched Frequency Response. Frequency characteristics of both pick-ups have been designed to match recording characteristics, resulting in substantially flat over-all characteristics.

High Output Level. Output circuits of the pick-ups match a 200- to 250-ohm line. At 1,000 cycles either reproducer delivers approximately 0.01 volts r.m.s. to such a line which is about -48 db compared with a zero level of 12.5 milliwatts.

Priced Right. The low price for this complete equipment, plus the fact no additional equipment is necessary for the second speed, reduces the expense to the station. The units are sold outright and can be carried on your books as assets.

RCA VICTOR—THE ORIGINAL SOURCE

It always pays to do business with those who know their business best. When considering transcription equipment, remember that RCA Victor possesses the greatest experience in the world in the recording and reproduction of phonograph records.

RCA

TRANSMITTER SECTION

RCA MANUFACTURING COMPANY, Inc. • CAMDEN, NEW JERSEY

PRINTED IN U.S.A.